

KEEPING
THE
WHEELS GOING
MAC



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**KEEPING
THE WHEELS
GOING**

KEEPING THE WHEELS GOING

By "MAC"

INTRODUCTION BY
R. T. PORTE



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INTRODUCTION

HOW to create a demand for, and how to sell more printing, is the theme of this book. It does not merely tell how to get orders away from some fellow printer; but proposes a simple and practical method, which if followed, will actually be the means of selling more printing, and that by reason of "creative salesmanship." Embodied in this book are suggestions for securing orders from fifty-two distinct classes of business, all common to the ordinary professional and mercantile concerns of the average city or town. It also tells of the many ways in which an increased amount of printing was really sold through these creative methods.

There are no theories in this book—just the experiences of a printer—one who sets type and prints, and one who also makes it a point to "sell" printing rather than to make low prices on the work of a competitor in a feverish endeavor to "land the job."

"Mac" is not a wonder, either; in fact he is far from it; and what he has done, any printer—practical or otherwise—can do.

Not only are correct, practical methods given by "Mac" for getting more business,

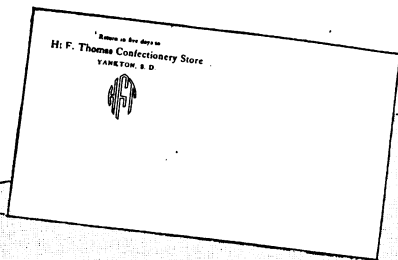
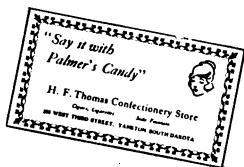
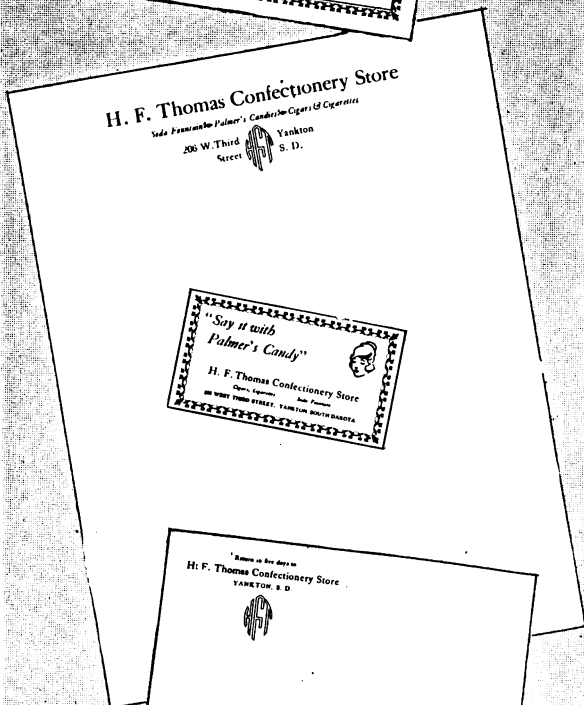
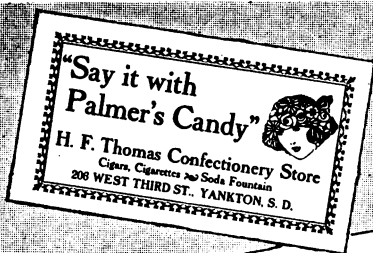
but to emphasize his sales talk samples of many kinds of printing are reproduced in miniature, each of which not only illustrates the selling idea, but serves as a guide to better typography for each of the several classes of business under discussion.

When the articles which now form this volume first appeared in *THE BUSINESS PRINTER* beginning early in 1922, hundreds of Franklin Printers advised the editor that they had secured some wonderful hints for getting more business—hints which enabled them to put more pep into their “selling.” Now that these ideas are put into book form, no doubt they will be even more valuable to both the salesman and the typographer.

[It is also a style book which may be shown to the customer.] It will suggest to him appropriate styles for business and professional stationery, or it may serve as a guide to the typographer and enable him to produce better work. And then it will also help the salesman to land an order for printing, which would not have been available except for the creative idea involved.

Such a book has been needed—here it is. It embodies within its covers all the inspiration one could ask for, making plain the methods by which to increase and build up a paying business.

R. T. PORTE.



CANDY AND CONFECTIONERY STORES

IN PLANNING a letterhead, envelope, blotter, business card or any other class of advertising for a candy or confectionery house, restraint should be used in presenting the design.

It is a good idea to keep in mind other pieces of printing and stationery that can be sold the prospect later, and if the first design appeals to the prospect you can use a similar style in future advertising ideas submitted to the same house.

Harmonious uniformity is desirable in all items of stationery and advertising, and if the merchant doesn't have a slogan or a trademark it is a good plan to suggest one, or show him a printed design of some sort, with it printed thereon.

Perhaps the best thing that has been put out by the type founder in many a day is the combination monograms. They can be purchased in solid and outline designs to work in two colors, and also oval tint blocks are supplied for background effects. With a series of these monograms a printer can command a

better price for his product, for they really add distinction and interest to the printed design, and will be a great factor in producing sales for more printed matter.

Here is my plan in going after this business:

I noticed in the newspaper that H. F. Thomas had bought a confectionery store.

With this information I set up the blotter, etc., and showed a finished proof of each piece of work to the prospect. The result was a good order for all four. I did not solicit the order and then set the type—but showed the work exactly as it would be delivered—and got the four orders.

Do not confine your “field” to a few firms, but go after business anywhere you see an opportunity for developing it. Be sure to cover the field thoroughly, there is plenty of printing that can be developed right in your own home town, if prospects are closely studied and finished proofs of every advertising idea that is developed is shown them.

There isn't half enough printing being used in the smaller communities today, and this accounts in a measure for the slack business season that is being experienced in some parts of the country.

Don't wait for business to come in—that plan is obsolete.

Develop it, keep on developing new business through a creative service department, and in a short while you will be surprised at the increase in orders on all classes of printing which have come in because the business men have found an efficient printer interested enough in their welfare to show them printed matter in a finished state that will help them to get more business.

Don't try to cover too much ground at once, but go after new business in a systematic way, and by the time the field has been covered in this way, it will be seen that commercial printing orders can be doubled by keeping on the job at all times.

Start going after business now—by selling created printed matter. Never ask a prospective customer if he wants any printing—show him printing designed for him.

Every day it is delayed you are losing money; this book is printed for the purpose of aiding creative printers.

R. J. Millard

Hastings

Attorneys at Law

Nebraska

Order Form No. 42 Business Form No. 12

R. J. MILLARD
LOTTER
HASTINGTON, NEB.



HARRY ROBINSON, LAWYER,
PRACTICES IN THE BUILDING OF THE PRUDENTIAL
TANKTON, SOUTH CAROLINA

What Your Credit
Means to You



by
O. M. SMYTHE

R. J. MILLARD
LOTTER
HASTINGTON, NEB.

LAWYERS' STATIONERY

WHEN Martin Smythe "hung out his new shingle" in a mid-western city he decided to specialize in collections, and, having spent most of his money in taking his law course, he had to be economical in the beginning in order to "make ends meet."

Shortly after his shingle was out I called on him in regard to stationery. He said he was not able to pay a very high price, and had decided to get some "cheap" stationery, to begin with.

"You're wrong, Mr. Smythe," I said, "you can't afford to buy cheap stationery to begin with, now, nor later on, for that is the one thing that your prospective clients are going to judge you by. This town has four lawyers and they are all using high-class engraved and printed stationery, and my advice is that you, too, get the very best stationery possible, for in the long run it will be the most economical. Instead of making just a circular out of that manuscript you have on "honesty," why not put it in attractive booklet form and enclose one with every account you send out, and instead of using the railroad manila paper for those circular letters to be inclosed with each account, I know it will pay you to have 500 printed on the very best paper. The message

can be printed in purple, and the professional card engraved, printed or embossed in black ink. Then as you mail out the booklets, and circular letters, instead of having your name printed at the bottom of each message, sign them personally. In that way each letter will appear as a personal letter, and I believe the results will be far more satisfactory."

"But you are wanting me," he said, "to spend too much money on office stationery at the outset."

"It isn't the money part I'm thinking of," I replied; "it is your future. I can make just as much money *pro rata* in selling you a cheaper grade of stationery, but I know that it will prove more expensive in the long run to you. That's why I want to see you buy the best. Progress demands it, and so does your future. You certainly wouldn't think of going into a client's place of business looking like you'd just dropped off a freight train, would you? No, certainly not, but you would go into a man's place of business to collect money in just that way if you use *cheap* stationery in mailing out bills. Why, don't you know people today pay about as much attention to the general run of circular letters as they would to an old cancelled envelope lying in a ditch?

"Let me print 500 letterheads and 500

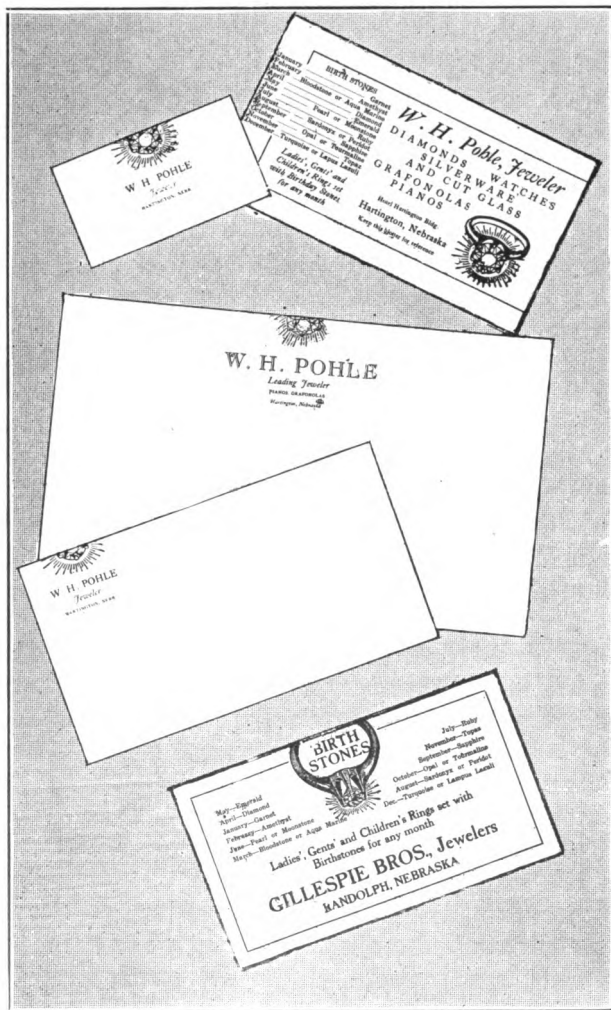
envelopes on our best grade of bond, and dress that copy up in a nice booklet to mail out with your accounts. And don't forget to sign the circular letters personally."

After convincing him that it was his interest I had at heart as much as securing an order, he reluctantly gave me an order for 500 letterheads and envelopes to match, printed on our best bond paper. He also gave me an order for 500 of the booklets and 500 circular letters printed in black and purple ink.

Today Martin Smythe has one of the most prosperous collection offices in the middle west, and he's still using the very best engraved and printed stationery to be had—and it is paying him dividends.

Every letter he sends out contains a copy of "*What Your Credit Means to You*," and with his form letter printed on the very best bond paper and personally signed, he is not only a success as a collector, but through this special line has made the acquaintance of people who have turned over all their legal business to him, by being impressed by his modern way of doing business.

Printers should have on hand at all times samples of the very best engraved professional stationery, and a fair profit can be made by sending such work to a trade plant.



JEWELERS

WHEN approaching jewelers with an idea of securing orders for printing, remember this: You are talking to people who have good taste, and they appreciate it when expressed upon the printed page. When you explain to them in an intelligent way why a certain piece of printing will appeal to their clients, you have made the right impression, but assertive talk without reasons why to back it up, is useless.

I showed Mr. Pohle the letterhead reproduced herewith. The whole design was printed in black on white stock, and the cut of the diamond was "bled" at the top of the margin, and in this way a very realistic effect was secured with only one color. I also explained that the outline type, which is the feature line, suggested a silvery effect, the white in the outline being responsible.

He looked at the design very closely, and went back to his desk where he discovered he had quite a few letterheads still on hand.

The one he was using was just a small neat corner card effect, which he placed beside the sample I had submitted.

"You can make up a thousand for me," Mr. Pohle said.

That was over two years ago, and he has been duplicating the order since. Some printers would question this letterhead on account of the three lower lines being so small, and I think a better pyramid effect could be secured. This customer likes this style, however, and if the customer is pleased the printer should be satisfied.

The blotter is a design that I've duplicated on three different occasions. The birthstone list was picked up from an ad and a proof of the blotter was shown as quickly as possible on a Saturday morning. A number were distributed in parked autos on the same afternoon, and shortly thereafter ring sales were more than doubled!

As this idea has proven such a good business producer both for the shop and for those using it, I decided to get up a more attractive design later on, which is also shown. The border and diamond ring are printed in orange, and type matter in black ink. This idea is a great improvement over the first rush attempt, and I suggest that something similar be shown prospects. One can print in quite a number of prospective names at the bottom, and the number of sales secured depends upon the printer's own efforts. It is

best to see every prospect personally if possible, as I have found a personal sales talk is better than most any kind of advertising for quick results, and through personal salesmanship, I've found the net results to be fifty per cent better.

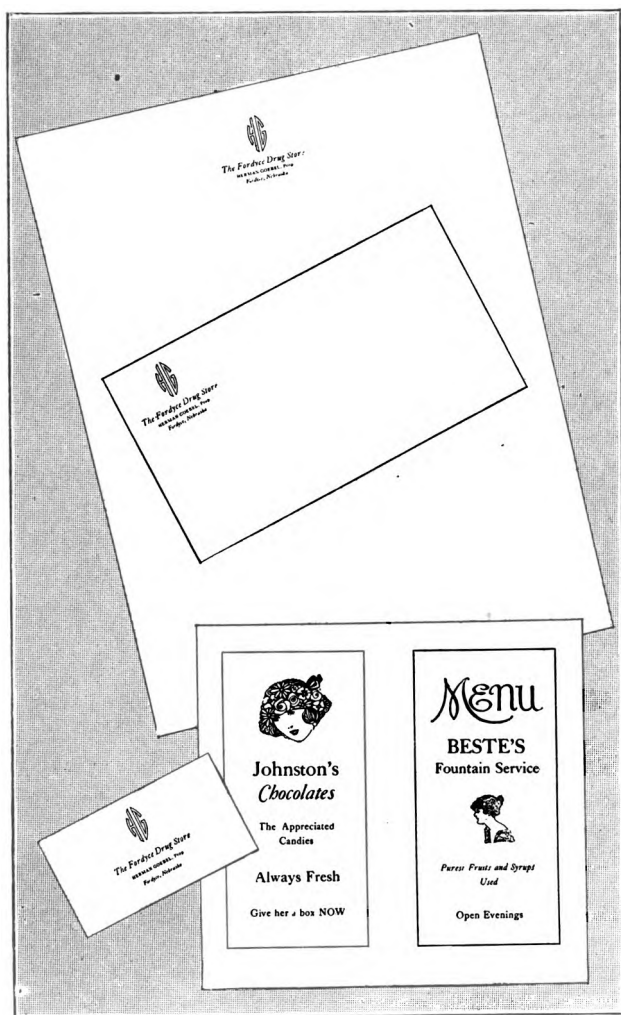
All of the blotter ideas shown herewith can be converted into newspaper ads or mailing cards, and sometimes one can sell the same idea for a blotter, mailing card and newspaper ad at the same time. The size of your field invariably governs sales.

Jewelers are a very desirable class of business men to cater to, and once your publicity efforts have proven business getters for them, they will become better buyers of your product and they will rarely become "shoppers."

In selling stationery to jewelers always bear in mind to keep the envelope and letter-head design as harmonious as possible, and don't forget a finished proof is the modern way to talk printing service and printed salesmanship to a jeweler!

Printing can be *sold* the same as anything else if sold in the right way.

Mere bidding on work is not salesmanship.



DRUGGISTS

THE modern drug store looks more like a department store than a drug store! It offers many, many suggestions for selling creative printing.

In securing orders for prescription blanks, the first step necessary is to find out how many are used each year on an average, and submit the druggist a finished proof of a form with all doctors' names of the town or city printed thereon—singular, of course.

After securing his approval of the form, give your best special price for a year's supply, which you agree to proportion out and deliver to the physicians of the locality.

I am showing herewith the title page and fourth page of a menu that was submitted to the druggists of the city, as well as others, the week before the fountains opened in the spring.

After showing the proofs herewith reproduced, to the first prospect, I asked him to write his menu on pages 2 and 3. He ordered 200 copies, and the order has varied since. I also sold the idea to another druggist and a confectioner, changing the title page and

fourth page each time to advertise their leading brand of candies.

They tell me the ad on the fourth page has sold a good many boxes of candy!

Well, why shouldn't it?

A fellow couldn't call himself a very good sport if he failed to buy his best girl a box of candy after being seated at the table, and you can bet the kiddies will speak up for themselves.

This menu idea can be sold to every druggist in most towns if creative salesmanship is applied. Show the finished proof of pages one and two. Find out the leading brands of candy, and design an appropriate title page, and show them printed on white 3-ply to 6-ply cardboard, or a heavy cover paper.

The letterhead design made a hit with the druggist, and he has been using the same design for about two years. The envelope was designed to match the letterhead.

Some time ago I found a cut of an old pestle and mortar in the "morgue," and, with a small knife, cut the monogram of a druggist thereon and printed it in brown tint with text matter in dark blue. Although the druggist had quite a lot of stationery on hand, he ordered 500 letterheads and 500 envelopes printed in the two colors.

You'll find one of those old cuts in your

own "morgue," perhaps. Try it out on some live druggists.

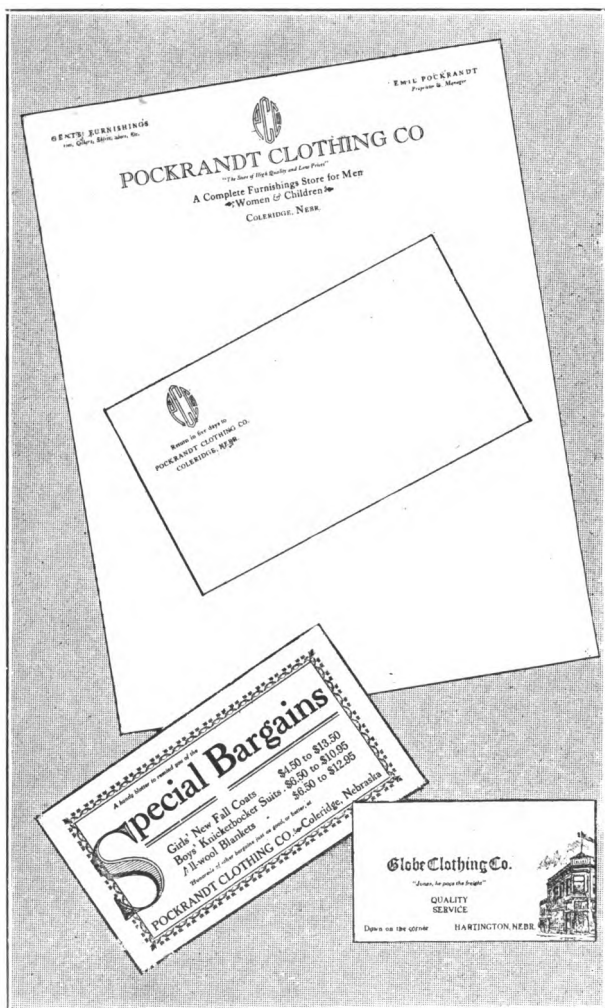
In securing orders for mailing cards, blotters, and epigram or motto cards, from druggists, it is best to concentrate your advertising matter to one subject. Perhaps your home-town druggists sell phonographs, boxed stationery, etc. Print your motto, etc., in as large type as necessary, and use your advertising message at the bottom of the card, or whatever form you happen to use.

When selling direct advertising forms to druggists there is always an opportunity to develop newspaper advertising.

If you happen to create something that makes an especial appeal to your prospect, always tell him of your plan as to how you can convert it into a newspaper ad, and after the ad has been run in the paper, how well direct advertising can be used to follow-up newspaper advertising.

The holiday season offers an opportunity to sell the druggists announcements to mail out to mothers, and also several good size newspaper ads, to tell of the arrival of holiday goods, toys and candies.

Yes sir-ee! The druggists are a live bunch. Cultivate them.



CLOTHING STORES

CLOTHING stores usually buy enough stationery at the beginning of each year to last for the entire year. Some of the older conservative stores have a "pet design" that some printer "threw together" perhaps twenty years ago, and they've been in the habit of asking for a duplicate job.

Recently I approached one of this sort with a set of modern stationery, and he showed me a sample of stationery he had been using for over 15 years! It was about the worst I've ever seen.

"Mr. Jones," I said, "things have changed since you first began using that stationery. The business man of today must use stylish stationery or expect to be classed as an old fogie, and I don't believe you wish to be classed with that bunch. Styles in printing are changing as fast as styles in wearing apparel, and if I were to receive a letter written on an out-of-date piece of stationery, I'd have to place the business man in the same class. I'm not the only one. Every live wire today knows up-to-the-minute printing just as well as he knows up-to-date cloth-

ing. You can't afford to use anything but modern stationery if you wish to be classed in the modern business man class, and I feel sure that's where you belong."

That talk—it was no argument—convinced him he was slipping, for he has since been using modern stationery.

The samples shown are what I consider modern stationery. The Caslon shaded is one of the best sellers today, and when the monograms are used with it, no more beautiful combination could be desired.

Simplicity is the thing to keep in mind—"easy to set, easy to read"—when designing dividend-paying stationery. The day of the paneled gingerbread letterhead design is gone for ever. Common-sense stationery will sell better and educe a far better mental impression than a letterhead composed in two or three type designs printed in as many colors. Note the tone harmony of the letterhead design reproduced.

The blotter is designed to follow up regular newspaper advertising of a special sale. Just enough information is quoted to secure buyer-interest, and when these blotters are judiciously distributed all over the residential section, as well as placed in parked cars and on writing desks in public buildings, there can be but one thing expected if the goods

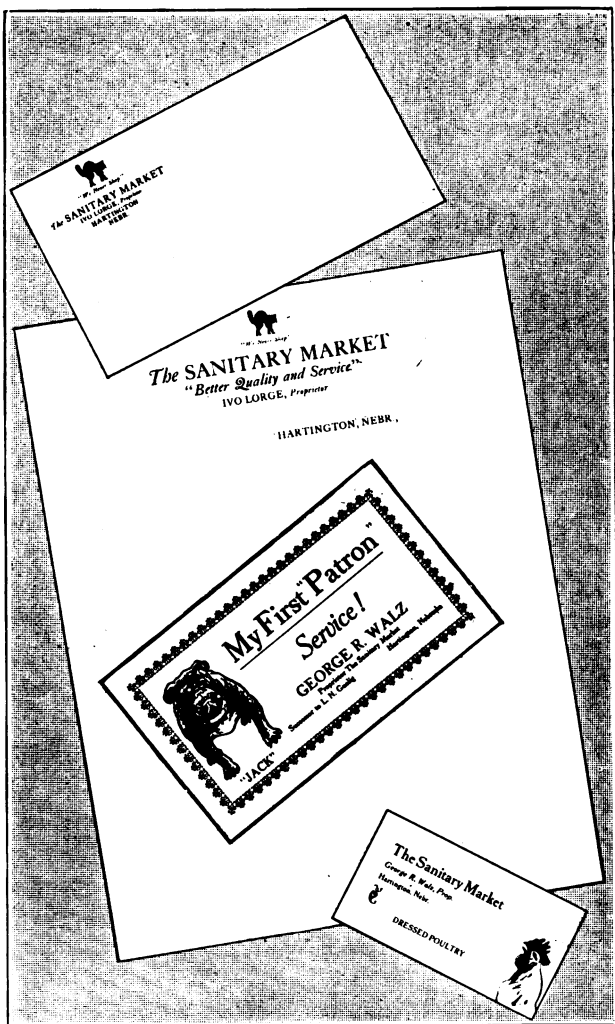
are of the right quality and the prices are reasonable, and that thing is *sales*.

This one blotter idea suggests many others. Perhaps a clothing store has just received a new line of neckwear, hats, caps, men's and boys' suits, etc., and, by concentrating the message to two or three of the most important bargains, again the blotter can be made to play an important part in promoting sales.

Always bear in mind the possibilities of newspaper advertising when submitting blotter designs, as many good sized advertising spaces can be sold during the different seasons of the year through the promotion work done in submitting finished blotter proofs.

During November and December each year there are many opportunities to sell holiday greetings in goodly numbers to clothing stores. When you have a cut of the prospect it is a good plan to print it in brown ink, tip on card with a panel border around it bronzed in gold.

Spring and fall announcements can be secured by submitting proofs of same to clothing stores to mail to prospects, announcing the new styles and lines of goods on display for the season.



MEAT MARKETS

THE AVERAGE meat market proprietor is a jovial fellow; he enjoys a good laugh, and usually has a "good one" to tell his personal friends. As a buyer of printing, he can't be depended upon for very many orders in the course of a year, but, as a buyer of *creative* printing, he is one of the best sort of customers.

The set of stationery shown herewith was created and sold to a market man who had seldom used stationery before, because he did not think it necessary, but he used this design of letterhead and envelope until he sold his market. The "We Never Sleep" slogan is as old as our great grandfathers, still people like it in many instances, and it is always best to please the customer. Sometimes it can be used in conjunction with a cut of an owl for another line of business.

About five years ago we got up a blotter representing the styles of cover used by *The Saturday Evening Post*. We changed the word *Post* to *Roast*, and used the 'phone number of the market, together with a few other brief paragraphs. The market man bought

1,000 of the blotters, and about three months after they had been distributed we showed him the same idea changed to a business card and he bought 1,000 of the business cards.

About a year after that we were in another town, and the idea happened to be thought of. We changed our first designs a little and sold 1,000 more business cards and the same number of blotters, and the market man used the same idea for his newspaper advertisement for one week.

As a novelty and a good seller, you will find *The Saturday Evening Roast* idea to be one of the best.

The present-day meat market products are practically all shipped to the small-town markets from the packers.

There are times when the market men will sell Wilson's products for a while and then change to Armour's, or perhaps decide to do their own butchering. By keeping a watch on such matters there is an opportunity to create and sell announcements, blotters, mailing cards and advertisements for the newspaper.

By submitting a finished proof of a mailing card or blotter to the market man, he sees what he is getting and will buy much quicker, and the time saved in showing finished proofs is no small item.

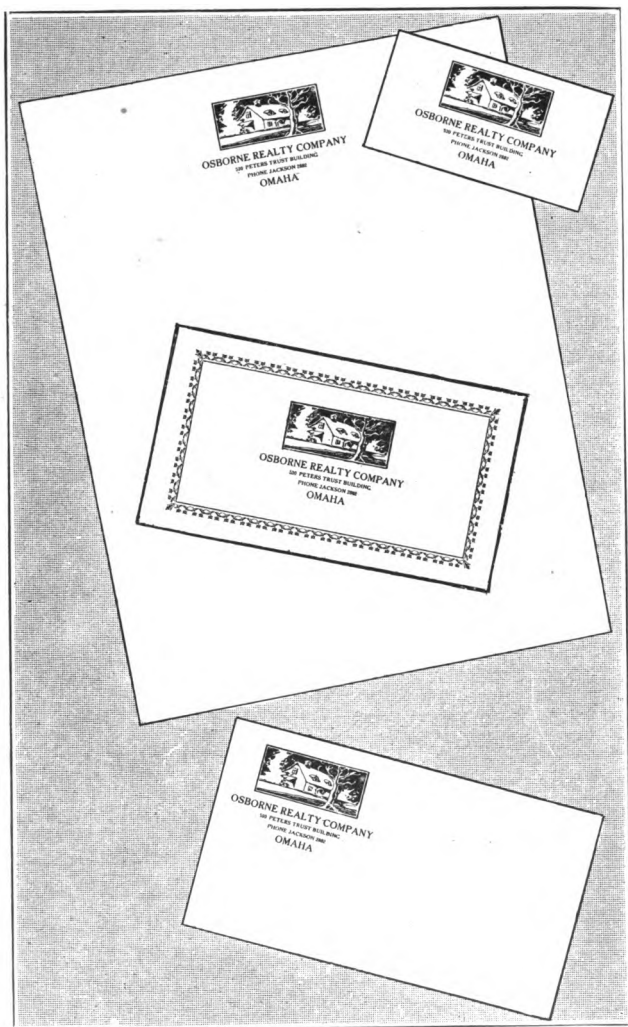
After you have sold him the idea and it is completed, give the ad man a copy of it, with the suggestion that the same thing be run in the paper, and the direct advertising used as a follow-up after the newspaper has been issued, and in this way the information can be well impressed upon the public.

During the holiday season markets usually sell turkeys and chickens, as well as other special "eats," in larger quantities than during ordinary times. This matter requires special publicity, and a cut of a turkey or chicken printed on a blotter containing the information desired, and the price of turkeys, etc., will bring more business to the printer and market man.

But don't forget the finished proof of the idea is the only way to sell a market man, for he isn't a printer, and knows as much about technical terms in printing as a cow! There are exceptions, of course.

The market man is a good prospect for holiday greeting cards, if you use the creative service in selling. Here *The Saturday Evening Roast* idea can be applied with profit.

Keep the Creative Service Department alive! *Sell*—quit merely taking orders!



REAL ESTATE DEALERS

A FEW YEARS ago a young fellow in the middle west embarked in the real estate business, his capital being an old desk and a few dollars, which he wisely spent in advertising.

He didn't advertise on the "hit or miss" plan. Each week he mailed out a list of properties he had on hand for sale or rent, each item being numbered. At other times when he had a special piece of property to dispose of he would get his kodak and make a picture of the home, and outbuildings, and write an intelligent description of the property. This he would have printed in an attractive form, sometimes a mailing card, and at other times a folder, and this literature would be mailed to a select list of prospects.

Again, he would buy blotters, and other advertising ideas submitted to him, and place them where they would be used by real prospects.

Today he is sending out literature advertising his real estate business almost continuously, and is getting results, because he believes in the stuff he is handing out and so

do the people who patronize him. He is located in a town of about 1,000 population, in western Nebraska, and if you mention the slogan, "Joe sells the earth," within a hundred miles around, most people know who you are referring to.

If you have a live real estate dealer nearby who is not advertising with any degree of success, the first plan to suggest to him is a bulletin to be issued at intervals to contain a descriptive list of all the properties he has on hand for sale or rent, and work out a plan that will be most effective in selling the properties, or renting them, as the case may be, to prospects.

The mailing list can be made up of renters, and farmers who are soon to sell their farms and move to town.

This is one of the most effective direct advertising ideas a real estate dealer can employ if he has a good many properties for sale or rent. Where his list is small, the blotter and the mailing card can be used to advantage.

I am showing herewith a set of stationery for a real estate firm that I believe matches up as good as could be desired.

The Caslon Old Roman is a good combination for the imitation wood cut, and the whole design was printed in black on onyx

repousse blue tone stock. This refers to the letterhead and envelope.

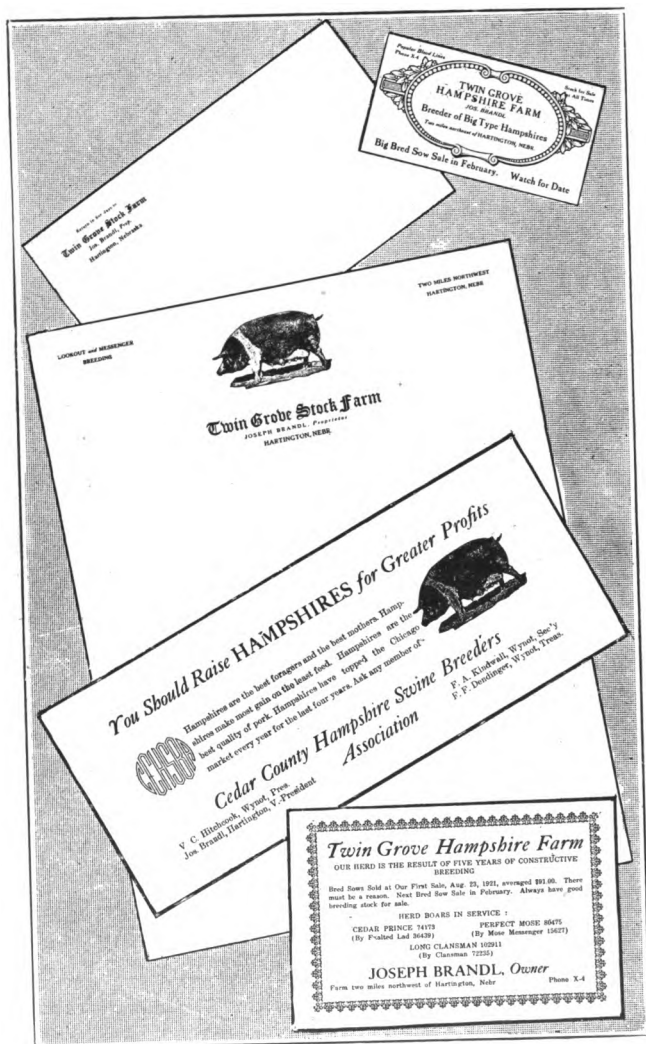
The blotter and card were printed in black on white stock. The border on the blotter was in orange.

In planning a set of stationery for a real estate dealer, it is best to also submit a business card and blotter, and even if you fail to sell the whole set at a single time it is possible that you will be able to sell the cards and blotters later. Often a real estate dealer may have cards and blotters on hand when the ideas are shown him, and will want them after his supply is exhausted.

I've had them buy the stationery and blotters and ask for the cards three months later, after they had used up what they had on hand.

Another important thing about selling creative printing to real estate dealers: Use illustrations every time—farm scenes, houses, etc. You will find many suggestive cuts in your “morgue.” Often you'll find a part of large cuts that can be sawed out.

Real estate dealers will advertise, and use quality printing if you will only do a little “missionary” work in the beginning, and once your efforts have made money for them, they will be good prospects for advertising ideas and stationery.



FARM STATIONERY

THE farmer and stockman of today is as much a business man as the merchant or manufacturer, and in many cases they are using a better quality of stationery than the business man. I refer to the farmers who have been educated up to that point—where it pays to use the quality kind of business stationery.

The reproductions shown herewith were created and sold to a farmer and stockman, after he had noticed a similar design that was used on the advertising the office had mailed him. The decorative design was printed in a blue tint on the envelope and letterhead; the decorative color combination on the business card was orange and black. The blotter was printed in one color—1,000—and were distributed at the county fair at home and surrounding county fairs.

These designs were shown to the prospect in a finished state, and he ordered a good lot of stationery; a few days after it was delivered he handed in the copy for a large stock catalog. He didn't ask the price on the work, but insisted the work should be first

class, which proves that farmers appreciate good work, *when shown*, and are willing to pay what it is worth.

Every time a farmer or stockman orders catalogs, it is a good plan to find out if he has stationery on hand, and if he hasn't any, ask the name of his farm home, and if he has no name for it, after learning the location, a name can easily be suggested that will be appropriate.

The rest is easy to the creative printer or salesman who really wants to sell printing.

Show the prospect a finished proof of each printed item that you think he needs when he calls for his catalogs, or the finished proofs can be mailed him, together with your reason why arguments for farmers using good business stationery.

A good many farmers today are specializing in raising certain crops, and breeding a certain kind of animal. This information is easily obtained, and when intelligently printed on blotters, cards, stationery, etc., will not only assist the farmer in disposing of his stock and other things he has for sale, but will help the printer increase his business a great deal in the course of a year's time.

But, remember, the only effective way to *sell* printing to farmers is by creating the work, and showing press proofs on the actual

stock that the proposed work is to be printed on. Farmers, after being educated up to the value of using stationery and other printing, will call on you and *buy*, but until they have reached that point, you will have to *sell* them.

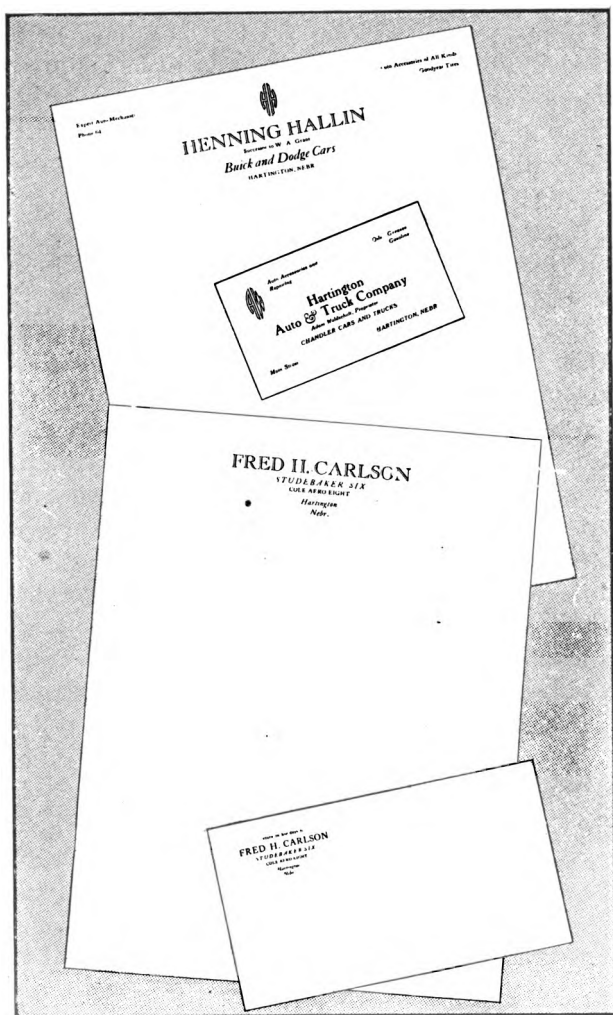
A few printed things every farmer and stockman needs, and these can be sold through creative service:

Catalogs, sale bills, letterheads, envelopes, stock records, shipping tags, blotters, business cards, noteheads, etc.

Any printer who will cater to his farmer and stockman friends will profit a great deal in so doing, and every time you please one with good work and fair prices you have made a customer that will call for more of your product and boost your work to others, which will mean more business for you.

Learn the names of the farmers of your trade territory through their association secretary—and get busy!

It will mean profit for both farmer and printer.



GARAGES

HERE'S what you'll encounter in hundreds of garages over the country: I walked into Brown's garage a few years ago, with a finished proof of a set of stationery for *his*, Brown's business. He opened a desk drawer and there he pointed to a pile of letterheads that were given to him by a tire manufacturer. The cut of a tire took up two-thirds of the space where the letterhead design should have been placed, and there were two lines of 24-point type printed in red across the top of the sheet. His name and address was printed in 10-point caps underneath the two red lines.

"Mr. Brown, that isn't *your* letterhead," I said, "it's the letterhead of the tire manufacturer, and you are boosting *his* business when you should be boosting your own as a whole. You may quit selling those tires at any time, but your name will remain the same. Build up your own firm instead of the other fellow's. It is not doing justice to the other things you sell by boosting a single item. Why not play your name up on the stationery as it should be, and boost your feature lines

underneath the firm name? I can cut those letterheads off and print the design here on this sample on the paper, making two-third size letterheads out of them and make you some regular size letterheads also. Will only charge you for the printing of the letterheads on the two-third size as in this case you will be furnishing your own paper, and this idea will give you an opportunity to boost your own name and not that of another, and you will be giving yourself and the manufacturers as a whole whom you represent a square deal in so doing."

I must have woke the fellow up, for he permitted me to cut the tire ad off the paper and print *his* letterhead design thereon, and he also gave me an order for 500 regular size letterheads and 500 envelopes. Since that time I've sold this man over 5,000 blotters, business cards, greeting cards, etc., through rendering creative service.

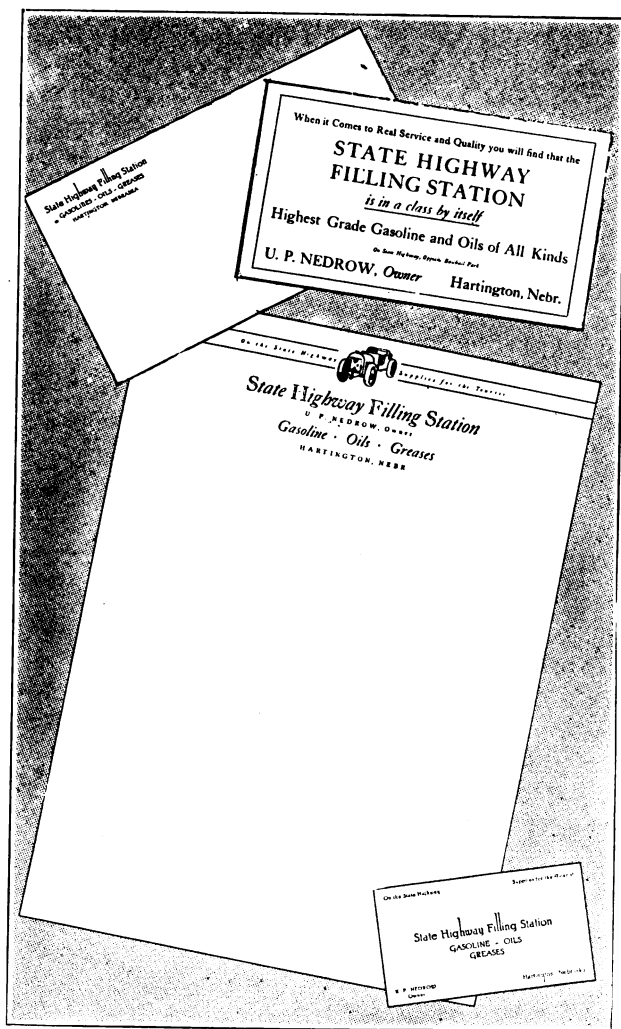
Garages will prove good prospects for mailing cards and blotters after you have made an analysis of the different cars, tires, accessories, etc., that they have for sale, and get up advertising ideas that will help in making sales.

Recently I compiled a list of the towns within a radius of 100 miles of where I live. I also learned the distances to each town,

and printed them on the back of 2,000 business cards, just as an experiment. On the other side I printed the regular information contained on a business card, for a garage, and showed the manager a finished proof. It contained the information that was asked him many times each day, and he bought the whole lot and it really didn't take much sales talk to sell them, as it appealed to him, and answered a purpose.

"If it don't bring me much business," he said, "it will do one thing; it will save me a lot of time in giving people information about the distances to towns where they are headed for."

Most every garage will mail out greeting cards, if you submit finished proofs that appeal to them. Personally I have always found that it was easier to sell humorous greeting cards and booklets to garages than the more serious sort. I can't say why this happens to be true, but it certainly is. I suppose it is because the majority of garage owners are good fellows and enjoy springing a "good one."



FILLING STATIONS

IN EVERY town and city the filling stations are opening up almost daily, and every one offers many opportunities to sell direct advertising, stationery and business cards. Most of their trade is transient if they are located on some main highway, and if a printer will design attractive business cards, etc., and show them the finished proof they will usually buy in large numbers if the ideas appeal to them.

About two years ago while working in a city of 4,000 population I happened to pass a filling station one afternoon while out walking. I went in and had a talk with the owner, and the next day I showed him a finished proof of a two-color business card and suggested that he hand one to every tourist who stopped for service and request the tourist to hand it to some other party who happened to be coming in that direction in case they met any at the next town or camping ground. He shortly afterward bought 1,000, and began using them the way I had suggested. He had some of the cards placed in parked autos also at intervals, and mailed a few to distant gar-

ages and filling stations on this particular highway—the Lincoln.

The letterhead illustrated for a filling station is a bit out of the ordinary, and will get attention for that reason. Some printers claim that Roman caps should never be used in this way with an italic letter, but the leading printers in America are practicing this style every day in some of the best products they turn out. Only recently one of the leading trade journals reproduced a letterhead in a similar style; however, the design herewith is quite different. The cut of the auto adds interest to the design, and it was much easier sold with the cut printed thereon than had it been left off. The first filling station we showed the idea to had just ordered a lot of stationery. The second man had never used stationery, and he appreciated our thoughtfulness in submitting the letterhead design, and ordered 500 with envelopes to match.

The blotter was submitted to a filling station with the suggestion that he allow us to distribute them at intervals—placing one in each parked auto on Saturday evening and put a few in the postoffice writing desks, in the banks, and other public places. He ordered 1,000, and they have made his filling station known far and near; as they were placed in the cars of actual prospects, naturally they

were taken home and used, and have proved to be business getters—which is the object of all advertising.

As a general rule, filling stations are poor advertisers unless you sell them creative service, and explain to them *why* advertising will increase their business.

Most filling stations could more than double their sales in a short time through a persistent campaign of direct advertising, and many of them will be only too glad to advertise in this way when shown finished proofs of business-building printed salesmanship, but don't forget to make arrangements to look after the whole transaction—printing and distribution—for distribution is the one big item, especially in blotter advertising. It is best for the printer to have them distributed at intervals, as the filling station is liable to place them in a drawer and forget them.

You must make it pay him—and proper distribution is the only way—and the printer is the one to see that this service is rendered right!



Easter Greetings

Through the golden hours of
Easter day
May the sweetest of flowers fill
your way

C. N. Herter
1920



Alas, joyous bells of Easter
Death has not conquered life
Victorious is our risen Lord
And triumph all His stride
From Calvary's mount of darkness
Not by the Cross we conquer
And darkness tace the world
Rev. Gabbey Galtman
1921

EASTER GREETING

The message of good wishes
The things we like to say
We're trusting you to say
To tell your friends the chicken
HANS
SON

MY EM BRIGHT! HELP BEING EM BACK!
Early Lane Drive, Ames, Tennessee, April 19th, 1919
Made in Memphis, by The Press

Easter Greeting

We've skipped on salt and sugar, on butter, beans and
bread
We've cut our diet out and dined on something else
instead
We've skipped on ham and bacon, on skittles, lights and
lard
And now that Easteride is here we've Hooverized this
card!

L. A. MILLER, Hartington, Nebr.
First Anniversary of the Hoover and Lard!

FORDSON TRACTORS

FORD CARS



Easter Greetings

Eve had no Easter
Neither did Adam
Never had socks
Nobody had 'em
Never got cards
Nobody did
Take this and have it
On Adam, old kid!

J. J. GARVEY
Beverly, Mass.
Box Variety Library Bonds

Made in Memphis by The Press



He is Risen!

"CHRIST OUR LORD IS RISEN
TODAY
SON OF MAN AND ANGELS
SAY
RAISE YOUR JOYS AND
TRIUMPHS HIGH
SING YE HEAVENS AND
EARTH REPLY"

MR. & MRS. F. R. STERLING

Easter
1920

EASTER GREETINGS

IT HAS at times been a mystery to me why there were not more Easter greeting cards sold than Christmas cards, and I have come to the conclusion it is because printers fail to realize the opportunities offered in creating and selling Easter greeting cards, folders, etc.

About four years ago, while working in a town of about 1,000 population, I was looking one evening over the Easter greeting cards on display in one of the local drug stores.

"I don't sell many Easter cards," said the druggist. "I think this is about the third season I have unpacked those dozen boxes, and it's going to be the last time."

I looked over the lot and saw he had over 200 cards, with envelopes to match, in the dozen large boxes.

I don't know why it came to me, but, quick as a flash, I said to the druggist, "What'll you take for the whole lot?"

"Ten per cent less than cost," was his reply.

I took him up, and carried the whole lot

to the shop. The proprietor came very near throwing a fit!

"Why man, you'll never sell 'em. It's just two weeks until Easter now."

"If I fail to sell them," I replied, "you will not have to pay for them."

I looked them over and sorted them in lots of 25 each and where Old English engraving was used on the cards I used the same letters in composing prospects' names, and on the script and gothic, or "block" lettering, I did likewise, and employed the embossing compound process in embossing the names. This is accomplished by sprinkling the compound over the card just as it comes from the press, and holding over a small alcohol lamp (moving it backward and forward while so doing) for a few seconds. There are machines that do this work better and faster than this method.

Those 200 Easter cards were bought for a fraction over three cents each, and I sold them all in less than a week at 15c each.

Two days before Easter I had used up every correspondence card in town, making Easter greeting cards, and was forced to use bond paper (folded once) in finishing up the orders!

Don't overlook the great opportunity in this creative line.

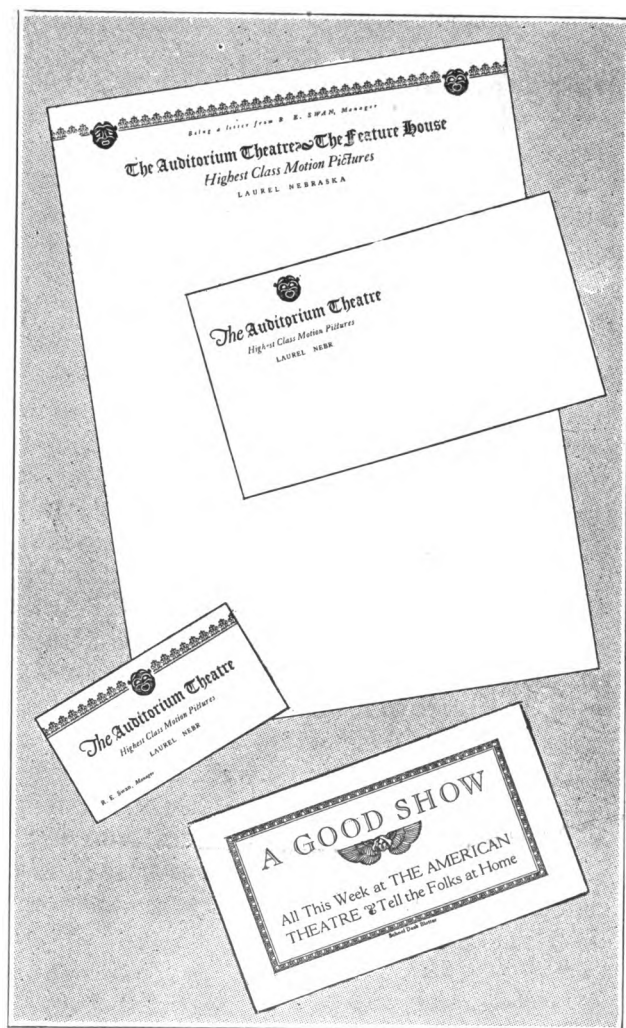
Most Franklin Printers have many small appropriate cuts, Easter lilies, small rabbits, etc., that can be used to good advantage.

To wait for customers to come in and *demand* Easter greeting cards is to pass up a good opportunity to get a profitable business and keep the wheels going round.

If business is worked up this year, it can be taken for granted that next year the business will be even larger, as the old customers will come back, and new ones will be added as each Easter greeting card sent out is an advertisement to others next year to do the same thing.

In fact, to conduct a profitable printing business, the printer must not wait for customers to "ask" for printing, but grab every opportunity to sell more printing—not to bid on some piece of work another printer has done, but help to create a new piece of work that has never been done before.

This cannot be done by sitting in the office and cussing printers who can do nothing else but cut prices. This will not stop them, nor will it bring profitable business into a plant. Creative printing service alone can do this.



MOTION PICTURE SHOWS

IN PREPARING stationery, folders, blotters, cards, etc., for motion picture shows always bear in mind that this class of work should be made very "showy." I don't mean by this that the designs should be gaudy, but strength in display is necessary in most cases.

The letterhead was designed for a motion picture house. As the first prospect had a supply of stationery on hand I failed to sell. I changed the names of theatre, manager and town and sold the design to the second prospect. The envelope matched the letterhead. In failing to sell the idea the first time, I made an acquaintance which will in time bring business to the shop, for he was pleased with the progressive idea of submitting a finished proof and the only reason he did not buy was that he was well supplied, but he volunteered the information that he liked this design better than the one he was using—a very plain letterhead.

The card was designed for advertising special shows when there was no chance to secure newspaper or direct advertising in time to boost some special program. The

cards are given to people on the streets and to school children after school is dismissed in the afternoon. People are naturally curious to know the title of the picture, etc., and if they are movie fans, will go to the theatre to find out or ask some acquaintance. These cards can be distributed an hour before a show begins and they will bring results; as to how good the results will be depends entirely on the show.

Most motion picture theatres in small towns have their programs or reel lists from ten days to two weeks ahead at all times, and by talking to the managers one can get all the information he desires for submitting advertising ideas. I have learned that a weekly program distributed at the door on Saturday nights for the coming week is a good follow-up for newspaper advertising.

The best theatre crowd-puller I ever saw was the result of a "Pay Day Night." The manager advertised that everyone coming on that night would receive a pay envelope containing from one cent to one dollar. He put the pennies and a few silver dollars in drug envelopes, and then placed the whole lot in a sack. Every time a ticket was presented at the door, the large sack was given a shake, and the party then reached down into it and pulled out one small envelope, which con-

tained a penny or a dollar. The manager had two full house shows on that night, and there was only standing room left when both performances began. The printer of any small town can plan the advertising for a "stunt" and submit it to the theatre manager. It will prove a success in any town. We're all "gamblers by instinct" even if we will not admit it.

Here's another good one: Print the picture of some star so as to show just half the face on a card or blotter. Use a heading: "Star Guessing Contest." Give little slips of paper to every ticket buyer for one week. On this piece of paper tell them to write their guess as to whom the star is, together with their own name, and place in a ballot box. (Borrow one at court house.) On Saturday night after the performance, have some disinterested person to draw the names from the box one at a time and the first correct answer wins the prize, which should be a cash prize, and the larger you make it the better the crowd will be for that week.

SUGAR HOUSE LUMBER AND HARDWARE CO.
"If it goes in the building, we sell it"
801 E. 214 SOUTH STREET
SALT LAKE CITY

"If it goes in the building, we sell it"

SUGAR HOUSE LUMBER AND HARDWARE CO.
Hardware Headquarters
1057 E. 214 SOUTH ST.
SALT LAKE CITY

HARDWARE

"If it goes in the building, we have it"

**SUGAR HOUSE LUMBER AND HARDWARE
COMPANY, Salt Lake City, Utah**
Hardware Headquarters

PHONE HYLAND 555

1057 EAST 214 SOUTH STREET

HARDWARE STORES

IN MAKING a canvass of the different business houses some time ago I walked into a hardware store and asked the manager how he was fixed with stationery. He stated he had plenty on hand, and when I asked if he would need any some months later he said no, and showed me two lots of about 1,000 each of letterheads sent him from a furnace manufacturer and the second lot was given him by a stove manufacturer. They contained the usual display advertisement of the articles that the manufacturers sold to retailers with the local firm name printed in small type that was almost invisible especially if the reader happened to be nearsighted.

I asked for a copy of each letterhead and took them with me. I also found out about his leading lines and wrote this down on the letterheads. In a few days I showed the hardware store manager a finished proof of a letterhead that featured the local store, and gave the leading lines the necessary prominence on the page. He stated that when his present supply was exhausted he would place an order for some letterheads that would advertise his store as a whole.

I figured it would be about five years before he would require any stationery if he intended using the supply he had on hand.

“Suppose I cut off the stove and furnace advertisements on the paper you now have,” I said “and print your letterhead now instead of you boosting those fellows all the time for the sake of free writing paper? In that way I can save you the price of the paper, and a two-third size letterhead will answer your purpose just as well as a full size, don’t you think?”

He placed the order for the letterheads, and up to the present time is still using them, and as the manufacturers see he prefers to use his own letterhead instead of theirs, of course there is little chance of them sending him any more free letterheads, knowing as they do, that they are not appreciated, and will only be considered as so much free blank paper from now on.

The plan that I have always followed in selling direct advertising to hardware stores has been this: During the fall months I prepare blotters, mailing cards, etc., boosting their leading brand of stoves, and show the finished proof every time before even suggesting any advertising to them. Then in the early spring time they usually want to sell oil stoves and a good many other seasonable

articles. By keeping an eye on the seasons and the goods that hardware stores feature during those seasons any printer with a creative mind can sell a great number of advertising ideas.

I have always made it a rule in selling blotters, etc., to hardware dealers to agree to attend to distribution of the advertising, knowing that if it is delivered to the stores it will do little good in producing sales.

In securing business from hardware dealers through creative service you are building on solid ground.

I know of no other way to accomplish these results outside of creative service, because hardware men as a rule cannot be converted by talk unless it is backed up by "reason why" facts, and when you show them effective designs that contain convincing statements regarding the goods they have for sale you are showing them where there is an opportunity to sell more of their wares, you are building on the right foundation—for the mutual benefit of all concerned.

A. J. MENCARIE, Proprietor
Bakers, Bakers



THE CITY BAKERY
Master Bakers
FRESH BREAD BAKED DAILY
Hartington, Nebr.

REFRESHMENT PARLOR
First Ladies, Fresh Fruit

Excelsior Baking Co.
Bakers, Bakers
Bakers, Bakers

Our Hobby:



SERVICE

**APPOINT US YOUR OFFICAL
BAKERS THIS SUMMER**



Be so doing you will save time, labor and money, and the food you will
eat will mean much toward winning the war. Please Try.

The Crvstal Bakery

First William, "never share"

E. J. W. WILLIAMS

BAKERIES

BAKERIES offer many opportunities for the printer to sell creative printing, perhaps the most desirable items being bread wrappers and direct advertising in blotter form.

Just recently I showed a baker a blotter calling attention to the mothers of the city as to how economically and quickly this bakery could supply cakes, cookies, etc., for the children's school lunches. It made a hit with the bakery manager and he bought 2,000 and at intervals he gives them to the school children, who read them, and as the mothers also see them, they are helping the bakery sell more school lunch supplies.

I am showing a blotter that can be worked out to suit any season of the year, and by proper distribution, they will prove good business producers for bakeries, especially during the hot summer months. The baker bought 1,000 of this design and told me they proved very profitable. Get up something similar for your home-town baker.

The letterhead shown was printed in brown ink. The envelope design was similar, the

feature line being in 12-point Caslon italic, and the address line in 6-point capitals of the regular Caslon. One can visualize the result secured by printing this design on a good white bond paper in brown ink.

During the holidays most bakeries make a specialty of baking cakes, pies, etc., and any printer with ordinary ability can design appropriate mailing cards, advertisements, blotters, cards, etc., telling of this special bakery service, and if the ideas appeal to the bakeries they will use quite a lot of them. During certain seasons of the year a printer can plan advertising about picnic supplies, telling of the baker's ability to prepare lunches, etc., on short notice. From November 1st to March 1st of each year is what is termed as the "sale season" for farmers, especially in the west, and during this season printers can sell creative advertising ideas to bakeries, telling of their ability to furnish lunch supplies for farm sales on short notice.

I have found that the small blotter is the best method in advertising this special service, and by placing the blotters in parked autos on Saturdays they will be read and used by the actual prospects in most cases, which will mean satisfactory returns for the money invested in this advertising.

Bakeries, too, will use quite a number of

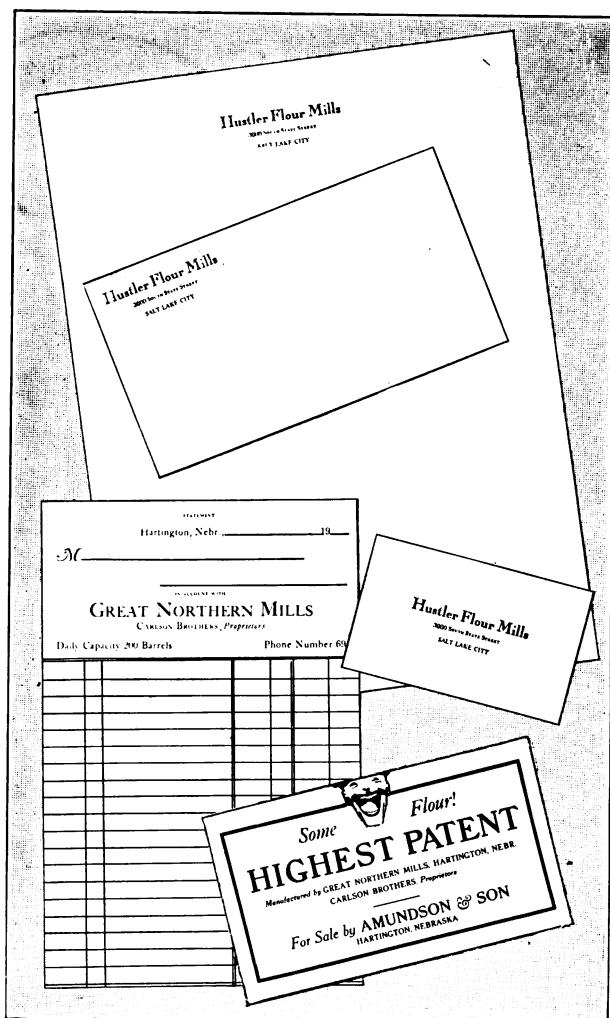
greeting cards when individual designs and sentiments are shown them in a finished state.

Bakeries are very desirable customers for any printer. Their businesses are usually conducted on a cash basis, and they are, as a rule very prompt in paying their monthly accounts.

I advise printers to study the whims of their bakers and govern their advertising ideas accordingly, for by so doing, desirable and profitable business can be developed, where there apparently seems to be none to develop.

The creative service department is the route for developing it—you can bet.

If it were possible I'd like to show half a dozen typographical designs of bakery advertising, but will have to confine myself to the allotted space; however, I can't emphasize too strongly the fact that bakeries are among the best prospects for printing and advertising. As Kipling would say: "They have the dough and they knead it." The printer needs to use his best efforts to secure a portion of the extra profits he swings to the baker.



FLOUR MILLS

THERE are certain seasons of the year when flour mills will use quite a lot of creative printing. During the fall months, when wheat is plentiful, is the best time to create direct advertising ideas boosting their special brands of flour.

I was employed in a city at one time for six months before I knew there was a flour mill located in the city. I learned this fact one day when a manager gave me an order for 1,000 statements. Shortly thereafter I had a talk with him and secured the names of every dealer who retailed his leading brand of flour.

A few days later I submitted a blotter boosting his special brand, and at the bottom of each sample I printed "For sale by John Smith," etc., on the seventeen samples that were shown him, and after explaining that his local dealers would be glad to give these handy blotters to their patrons, he ordered 500 blotters for each dealer.

He also placed a 60-inch ad in the newspaper I was working with, as it was read by prospects all over the county and he had nine dealers in the county.

During the summer months when there was little flour being manufactured I sold him several orders of blotters boosting different feeds that he had for sale; this increased his business.

I think the syndicated idea of selling flour mills advertising matter that can be used by their dealers is the most profitable one of all, as it gives them a good distribution, and a wider market.

You will find a great many small-town flour mills who have no special trade name, and it is a good plan to suggest trade names and assist them in designing a trade mark which should be placed on all their advertising, stationery, etc., and by all means on the containers in which the flour is retailed.

Flour mills in small towns are in the class that will seldom advertise unless the creative printers show them the finished proof of advertising ideas, and the only way to do this intelligently is to visit the flour mills.

By asking questions and inspecting the output, machinery, etc., closely, one can form right ideas for producing paying publicity for the flour mills.

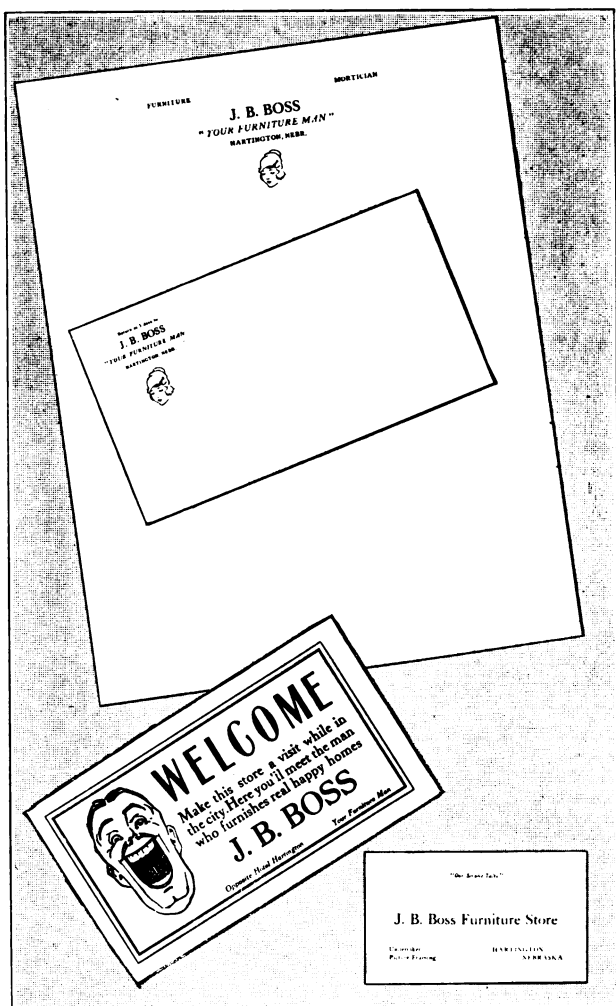
During the holiday season flour mill managers are good prospects for greeting cards and booklets, however, it isn't a good idea for these greetings to be of an advertis-

ing nature only so far as putting in small type at bottom "manager—flour mill," or something of that sort, so as to make the greeting appear personal, and at the same time create good will for the business enterprise the manager is engaged in.

To the observant mind every flour mill will suggest some specific advertising idea after a personal investigation of the methods of manufacturing and the whims and ideas of the flour mill managers—which may in many cases be somewhat peculiar.

Investigate your local flour mills.

It will pay you both.



FURNITURE STORES

THERE are seasons when furniture stores will buy creative printing quicker than at "odd times." The springtime is a good time to sell advertising blotters, cards, etc., appealing to buyers of wicker furniture. A little later on, they will use advertising ideas boosting furniture as a substantial gift for June brides. Then comes the fall of the year when new rugs, carpets, sweepers, etc., should be featured in direct advertising for furniture stores.

Furniture stores can use an announcement at the beginning of each of the four seasons of the year, telling of the suggestive lines that can be used to advantage during each season.

Often furniture stores have on display big assortments of rugs, draperies, etc., and these special lines suggest announcements, mailing cards, blotters, etc.

The set of stationery shown herewith, was printed in brown ink, which is a good color for furniture store printing, simply because most furniture is of some shade of brown. The prospect was shown a finished proof of the letterhead and envelope, and bought one year's supply.

The business card was also printed in brown. A blind embossed border surrounded the card, and a parrot was embossed in the middle of the card at the same time. The border and cut were run on the press with heavy impression, with rollers off the press. This idea can be used on other items, especially announcements. It is impossible to reproduce the parrot and the embossing.

The blotter shown was distributed during "fair week," and also put in farmers' autos on Saturdays, which happens to be a "big day" in that city.

As a general rule it is better to concentrate on one special line, and be sure it is seasonable, when planning direct advertising ideas for furniture stores, for in this way the dealer will be able to trace direct results from the advertising, which means you will have little trouble in selling more ideas to your prospect later on.

During the fall months many beautiful articles may be seen on display in furniture stores that will make appropriate Christmas gifts, and more and more the substantial gift is coming into vogue. This argument will help the printer to sell direct advertising ideas suggesting certain prices on suites of furniture as appropriate Christmas gifts. By looking over the catalogs of the furniture

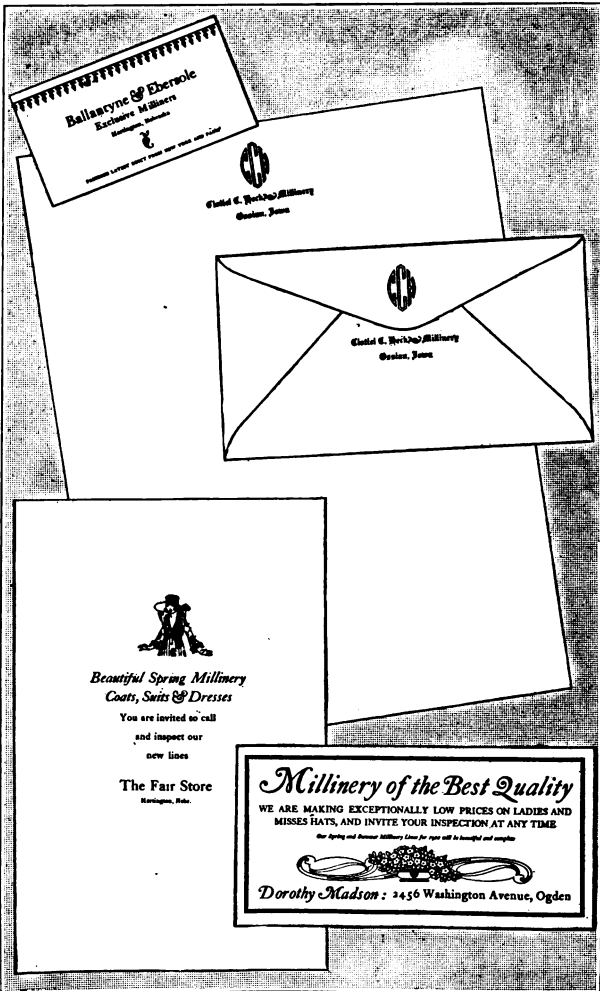
dealers, material may be secured for an intelligent description of the goods; if possible, use illustrations also, and don't forget to quote the retail price, for this is just as important as a description of the goods.

The furniture dealers are good prospects for holiday greeting cards, and it is a good plan to tell them you will submit an appropriate and exclusive design in advance—perhaps in September or October.

Just keep an eye on the new goods being received at the local furniture stores, and many suggestive ways will readily be found in selling direct advertising ideas to the dealers, which, in turn, will help them sell more furniture.

In a city where there is located a dozen or more furniture stores, a fellow could in a short time develop enough business from this one source to keep two or three presses going all the week.

Show the finished idea every time, talk furniture—not printing—and let your finished ideas speak for themselves.



MILLINERY STORES

AT THE beginning of each of the four seasons of the year there is a great opportunity to sell millinery stores announcements to mail direct to prospective buyers. Millinery business is greatly affected by the incoming of the four seasons.

These announcements should be composed in a neat style, and the wording should be as brief as possible. Simplicity, neatness, brevity—these count strong in effectiveness. They have proven to be a very profitable line of creative printing, and bring excellent results to the stores that use them.

The announcement shown was printed on a three-ply white card. I have sold this card many times to milliners, the design, of course, being different every time, but the wording has usually been about the same.

If you have a small cut of a woman's head, or a late hat cut design, either could be used very effectively. A seasonable illustration is always helpful.

About three weeks after each millinery opening is the proper time to follow up the announcement with a blotter design. As the

seasons change so often, millinery stores usually give discounts on hats left in stock after the majority have been supplied in their trade territory. This usually induces some customers to buy several hats during one season, when the discounts are low. Always find out what discounts are being offered before writing copy for blotter, and "play up" the discount in good size type display. Have it in the bargain that the printer distribute blotters in cars, public buildings, etc., and this can be done by the apprentice boy at intervals.

A millinery store's business card should be simple in design; florets, however, or other small appropriate decorations can be employed and will prove a great help in selling millinery stores creative printing.

The letterhead and envelope design shown was printed in blue ink, the stock being French Onyx Repousee 20-pound bond, both letterhead and envelope. Blue is a feminine color and is appreciated by most millinery store managers, especially lady managers, and these now conduct 90 per cent of the millinery stores north of the Panama.

When millinery stores buy their spring, fall, summer and winter stock the manufacturers invariably furnish them with cuts of the goods. Unless the managers realize the advertising value of these cuts they are

seldom used, and it is the printer's duty to explain *how* these cuts can be turned into profit through using them in producing folders, announcements, blotters, and other advertising. Millinery stores are good prospects for home-town printers, as they seldom use novelty advertising sold as a side-line by traveling salesmen.

Once you produce sales through advertising channels for your home-town millinery stores, you have made desirable customers who will call on you often for service. And herein lies the secret of continuous business. Find out what the prospective customer has to sell—be the wares millinery, dress goods, or underwear—and then produce printing that will help to sell these goods.

It may be necessary to interview the milliner before an attempt is made to write the copy, making notes of the new creations for the season.

As there is quite a large profit in the handling of millinery goods, milliners are inclined to be liberal in ordering publicity matter at seasonal periods if the right kind of matter is presented for approval.

E. L. JARVIS

PLATE IN ADDRESS

Jackson Electric Company

ELECTRICAL EXPERTS

BERNARDOWN, IOWA

Call Thomas and
Thomas Electric Repair Co.
140 E. STATE STREET
SALT LAKE CITY
Electric Motors and Connections
REPAIRING HOUSES AND SHOPS

SERVICE QUALITY

REPAIRS

WIRE AND PLUMB
WIRE WOODS
REPAIRING HOUSES

WIRING

WIRING HOUSES
WIRING WOODS
REPAIRING HOUSES

ELECTRICAL SUPPLIES

WIRING
WIRING
WIRING

REPAIRS

WIRING
WIRING
WIRING

WIRE POWER & LIGHT

WIRING
WIRING
WIRING

FARM LIGHTING BATTERIES REPAIRED OR COMPLETE NEW BATTERIES INSTALLED

Ignition:

Automobile
Bus
Truck
Tractor
Auto
Motor
Motor Boat
2. 10
3. 10
4. 10
5. 10

Starting and Lighting Parts for

Automobile
Bus
Truck
Tractor
Auto
Motor
Motor Boat
2. 10
3. 10
4. 10
5. 10

ELECTRIC SERVICE STATION

S. A. TAYLOR

Storage Battery Specialists

Harrison, Neb.



"Sterling chance electric and battery glasses"
We invite YOU to visit us during the
Race Meet and Chautauqua
ELECTRIC SERVICE STATION
See window display Morris Building Main Street

Electric Service Station
Storage Battery Specialists
Harrison, Neb.

Electric Service Station
Storage Battery Specialists
Harrison, Nebraska

S. A. TAYLOR

ELECTRIC SERVICE STATIONS

IN NEARLY every town today there is located an electric battery specialist who usually sells one certain line of batteries, conducts a battery repair shop and specializes in recharging batteries. The battery he sells is the thing he should advertise most, and he usually does. The manufacturers, however, usually keep him well supplied with folders and catalogs with his name printed in very small type on the back covers. These folders, etc., generally lie around his shop until they are used in starting fires, as he seldom has them distributed properly.

It is the Franklin Printers' duty to get copies of the different advertising, study the strongest selling points of the battery, and prepare newspaper advertising and other forms of publicity therefrom; then when the ideas have been worked out, show them in a finished state to the battery specialist, and by playing up the local firm's name, one has a good selling point, as he feels his own firm name should be advertised just as much as any certain line of batteries he is selling agent for.

The local battery man in my town has bought five different lots of business cards, three different lots of letterheads, and four different lots of advertising blotters during the past three years, and this business has all been secured through the creative service department. During this period he has used at least 500 inches of newspaper advertising, and every ad has been written and designed by the printer, and sold through creative service.

The blotter shown was submitted to the local battery specialist a few days before the local Chautauqua convention. During the three days' convention 5,000 were placed in parked cars near the Chautauqua tent. Each day while the performance was going on, the office boy placed a blotter in every car. In this way the battery man became known to real prospects all over the county. He has used only creative service advertising, with few exceptions, since he embarked in business, and it has paid him well. He recently bought a large building on the main street of the town, has increased his facilities for doing more business—and is getting more.

The letterhead shown was recently printed for the above service station. One can readily see that he has greatly increased his business when it is stated that when he first began he

only specialized in repairing a few makes of batteries, whereas now he is prepared to repair and replenish any battery made.

Battery specialists, like garages, have a distinct advantage over many advertisers who use blotters, if these are placed in parked cars, inasmuch as every one who gets the blotters are real prospects.

If a printer waits for this business to come to him, he'll wait a long time, because they will use what free printed matter is sent them, or a part of it, and also use the free stationery that is furnished by the manufacturers, and the printer can blame no one but himself if this happens.

If there is a battery specialist in your town, find out about his ability, the things he sells, etc., and, as a beginner, show him a finished proof of a small blotter, boosting his leading lines, and his ability to do repairing, etc. It will no doubt lead to a good account later on.

But sell creative printing service—and give the reason why your product will help increase business for the battery specialist.

You will find that electric service stations will prove desirable customers for holiday greetings, as they can hand many out to their friends.



The Home Restaurant
 1001 W. 10th St. - 1st Fl. - Wm.
 1001 W. 10th St. - 1st Fl. - Wm.
 1001 W. 10th St. - 1st Fl. - Wm.



The Home Restaurant
 1001 W. 10th St. - 1st Fl. - Wm.
 1001 W. 10th St. - 1st Fl. - Wm.
 1001 W. 10th St. - 1st Fl. - Wm.

Good Meals
 LUNCHES
 Best Pie and Coffee
 "Dine with Dan"



THE NEW LUNCH ROOM - Dan Olson
 President
 First Branch of The Home Restaurant in the City

SPECIALS

We thank you for your patronage
 and want you to all again

M E N U

**THE
 FRENCH
 HUT**



Satisfy, Fast, Free, Quality
 SERVICE

We serve only the Best Ice
 Cream & Soda Water

RESTAURANTS

RESTAURANTS, especially in small towns, seldom *buy* printing—they have to be *sold*. The one important item every restaurant should possess are menu folders and cards, but on account of the money to be spent some hesitate to use printed menus.

Here is a plan to sell menus to restaurants at a low price, and still make a fair profit:

Print a title or cover design on three-ply cardboard that conveys the necessary information and show it to your prospect. Tell the manager how much time and talk is saved when his menu, with prices, is placed on counters and tables. There can be no mistake, as the guest gives his own order and the price is seen by him.

Explain that the two inside pages can be used for the menu, and if he'll permit you to place two half page ads on the fourth page, you can make him a special price, which should be about \$7.50 for the first hundred, which is about all the average restaurant will buy at one time. By selling the fourth page to some live merchant for \$10.00, a fair profit

can be made on the job. If you can't sell the whole page to one merchant, sell two half pages.

This plan can be worked for an eight-page menu, or for any other size.

This is a line of business that many "traveling advertising experts" take away from the local printers simply because they fail to go after it. Almost every town of from 500 to 2,000 population has from two to five restaurants, and after you have sold menus to the first one, it will be an easy matter to sell them all a lot of menus.

Fifty per cent of the restaurants today do not use stationery and it isn't their fault.

Show a finished proof of an attractive letterhead and envelope to the average restaurant manager, and he'll buy almost every time.

The letterhead and envelope shown herewith "sold itself." No expensive illustration was necessary. I saved the parrot out of a cut that a ladies' coat and suit house had sent a local merchant.

Don't forget the importance of meal tickets. Set up a design and show the finished proof to your prospect, and explain how they will induce people to dine with the restaurant more regularly if a slight discount is allowed customers. After you have sold the first

customer, just change the name to another, etc., until you have covered your field.

Small blotters, placed in parked autos, etc., will bring many diners to restaurants, and if your finished blotter designs have "life" in them, they usually sell themselves; and after the first lot has been distributed, other orders can be sold.

If a restaurant features Sunday chicken dinners, this one subject can be put into an attractive blotter design.

Don't overlook the small blotters—they are profitable, both to printer and advertiser.

Attractive business card designs can be sold restaurants. Always use some sort of small suggestive cut on a business card—a rooster's head, etc.—as this is the greatest help in selling creative business cards to restaurants.

Reproductions of pictures taken from newspapers can be made by any engraver. I often clip "likely" pictures from periodicals and metropolitan dailies and have cuts made from them—usually smaller in size. The "pie cut" on the blotter was made this way from a magazine picture.

The creative printer is awake all the time, looking in catalogs and periodicals, as well as on the screens at the movies, for picture ideas and catchy phrases to be turned to profitable account.

Home to
Champion Shoe Repairing Factory
1111 Main Street
Bend, Oregon 97701
Phone 336-4444


MATT LEONETTI
CHAMPION SHOE REPAIRER
OGDEN, UTAH

Comfortable Waiting Rooms for Ladies and Gentlemen
Shoes Repaired While You Wait
PHONE CALLS AND AUTO DELIVERY SERVICE

PRICES
Men's Shoes Half-soled \$1.75
Rubber Heels, extra .50
Ladies' Shoes Half-soled, 1.50
Heel Plates, extra .35

REX SHOE SHOP
"Saves Your Soles"
212 Main Street :: Phone 336-4444
BEND, OREGON

SHOE REPAIRING WHILE YOU WAIT

REX SHOE SHOP
"Saves Your Soles"
212 Main Street
BEND, OREGON

Waiting Rooms for
Ladies and Gentlemen

SHOE REPAIRING SHOPS

THE shoe shop of today is far more modern than the jobbing shoe shop of ten years ago. One can walk into a modern shoe shop, pull off his shoes and read for about ten minutes and, presto! the shoes are ready to put on—repaired in a much more satisfactory way than the old time shoemaker could have repaired them, even though he took an hour and a half to do the fixing.

These modern methods call for direct advertising in the form of blotters, business cards, handbills, etc., and the shoemakers can be educated up to the value of advertising their service once the Franklin Printer has submitted finished proofs of advertising forms that will appeal to the shoemakers, and also after the printer has convinced himself that a certain piece of advertising will bring business to the shop it was intended for.

In a small town in Nebraska there were located two shoe shops, both pegging along in the old style way, as it were. One would bring a pair of shoes to their shops, and ask when they could get them back. The shoemaker would look over the work he had in

hand before making a promise as to what time the work would be finished, and perhaps the customer would have to wait from two days to one week.

A shoemaker from a nearby city who was looking for a location to open a repair shop, visited the town and looked over the field. He received very little encouragement from those he talked to about opening a modern repair shop, most of the people thinking the town was too small for such an institution, but he opened up a modern shoe repair shop within the course of a month, and made good.

A few days after the shop was in operation I submitted a blotter design for his inspection. All the text it contained was "Shoes Repaired While You Wait." Underneath this wording in small type was the name of the shop, location and 'phone number. One thousand of the blotters were distributed in parked autos and in every home and business house in the city.

It was only a matter of four or five months until one of the other shops was forced to close for lack of patronage, while the other shop installed modern machinery, and was *sold* direct advertising ideas along the same lines the first modern shop used.

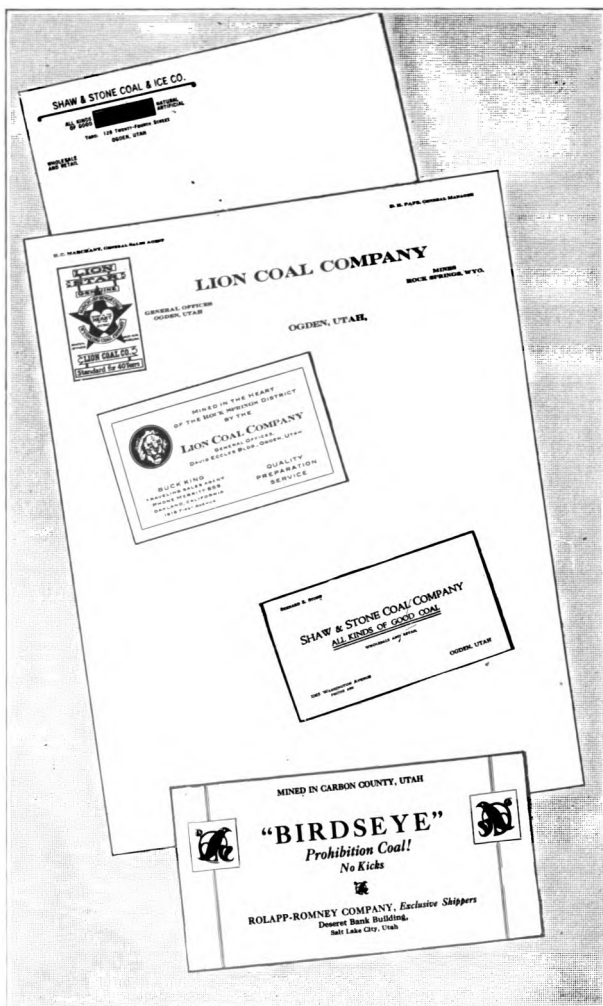
In creating a business card for a shoe repairing shop, one can secure excellent

results by using brown cover stock, which produces a "leathery effect." The design should be printed in one color—black—and all the wording necessary is the name of the shop, address, 'phone number.

Where it is possible to do so without crowding the design, print the wordings, "Shoes Repaired While You Wait" in 12-pt. or 18-pt. type at the top of the card. This phrase contains more advertising value than anything else a person could use on a shoe repair shop's business card.

Shoe repairing shops are classed along with a great many other business houses—they seldom think it necessary for them to advertise owing to the fact they are rendering a service the people of the community must have, but, after they have seen the mail order shoe repair shop in the nearby city get work in their trade territory, they will change their minds.

Mark this—if you wait for your home town shoe repair shop to advertise, you'll continue to wait. The only way to assist him in increasing his business is to show him finished proofs.



COAL DEALERS

STRANGE as it may seem, the best time to sell advertising ideas of any sort to coal dealers is in the summer time. During the hot weather months, business is very dull with the coal dealers, and the only way he can sell very much coal, is to advise people to fill their bins in the summer while prices are down and there is plenty of coal to be had. Often during the summer months coal dealers receive coal in carload lots, and sell it in ton lots direct from the cars much cheaper than the same coal can be bought for later in the season delivered directly from the coal yard.

When your coal dealer receives a carload of coal during the summer months and wishes to dispose of it quickly, there isn't a more effective way to accomplish this result than through some sort of direct advertising idea. The printer should find out the price of the coal in ton lots, and any other information he thinks the advertising idea should contain.

Of course, black ink is suggestive of coal, but a very effective blotter or mailing card design can be produced by using a small amount of red in printing the finished proof which is to be shown the coal dealers.

During the winter months, when coal is usually hard to get, and the local dealers are unable to supply all of their customers, there is little opportunity to sell direct advertising ideas to the coal dealer, but an attractive business card or set of stationery can be submitted at any time; there is always a good chance to make a sale.

Here is an idea I put over several times in selling coal dealers stationery and business cards:

Cut out a piece of patent leather in the shape of a lump of coal, cut the coal dealers initials in the lump of coal, glue to back, and print the design in black on the letterhead or business card, or any other printed idea you may have in mind. Be sure not to get the cut-out too large, or it will overshadow the text matter; this should not be done.

If your cut-out lump of coal is considered too large to print in black with the other part of the design, it can be printed in a gray tint and the text matter printed over it, and in this way an interesting effect can also be secured.

This is a very economical way to make a "trade mark" cut for your home-town coal dealer, and you will find it will be a great factor in assisting you in selling stationery, cards, blotters, etc.

I know of one dealer in a small town who sold eight carloads of coal in one week through direct advertising.

Coal dealers, as a general rule, are about the hardest people printers have to deal with in selling creative printing. This assertion applies to towns where there is only one coal dealer, but if the town has two or three coal-dealers, after the first dealer has been sold on direct advertising, one doesn't experience so much difficulty in selling the others, but it takes persistency, so don't be discouraged if you fail to sell a certain advertising idea to a prospect, but "buckle up" and make up your mind you're going to sell the advertising idea to the next one.

After the local coal dealers begin using direct advertising ideas in assisting them in selling their coal it will not be so difficult in selling ideas to them later. The preliminary, or "missionary," work, however, calls for enthusiasm, faith in direct advertising, and the ability to impart the right information in selling the idea.


"Sell them."

A BETTER WAY!




WANTED—Laundry. We are now
accepting orders for all kinds of
work. Good washing and ironing and
starching. Prices reasonable.
We are also doing up
laundry for the home.
Write to Mrs. J. F. Harty, 2712
Patronize Home Industry

TRY THE
WET WASH LAUNDRY
FIRST CLASS WORK GUARANTEED
FAMILY WASHINGS \$1.00
MACKAY, IDAHO



Puritan Hand Laundry
GRANGER, MO.



Puritan Hand Laundry
GRANGER, MO.

Model
LAUNDRY
EXPERT LAUNDRESS
IDAHO, IDAHO
REMODELING SERVICE



Puritan Hand Laundry
GRANGER, MO.

LAUNDRIES

LAUNDRIES in small towns are in competition with the laundries in the large cities, owing to the fact that almost every barber shop has the agency for some out-of-town laundry.

This competition can be eliminated to a large degree by the home-town laundries if they will only be induced to advertise, and in most cases the local printer can easily convince the local laundry that it will pay handsomely to advertise his business. The first thing the local printer should do before submitting any advertising ideas to the local laundries is to investigate their methods of doing business, the kind of work they do, and how prompt they are in delivering laundry after it has been received at their plant.

If the printer learns the local laundry is doing good work, making prompt delivery to customers, and giving satisfactory service to all, the advertising idea can incorporate all of this information in the text, and appeal to citizens to patronize home industry, not because the laundry is a home institution alone, but because it can render better and

quicker service to the home-town citizens, and when a garment has been overlooked, and is missing when the package is delivered, all that is necessary is for the customer to 'phone the laundry, and the loss will be adjusted immediately.

Again, the home town laundry prices are much cheaper, as there are no express charges to be added to the customer's laundry list, neither does the customer have to pay the 25 per cent commission which the laundries give their agents in the small towns.

I have sold home town laundries thousands of blotters, but I have never had a laundryman call on me for any kind of advertising service. They simply feel they should get local patronage, whether they advertise and ask for it or not, and unless the local printer shows them the agencies are getting their business, and points a way in which it can be stopped, they'll never advertise, but will eventually "sell out" to some other fellow who will follow the beaten path of the person before him unless he is "sold" on advertising.

The first advertising idea I ever sold a small-town laundry was a window card—telling of their service, and asking for home-town patronage. After the cards had been in the store windows all over the town for about two weeks I asked the laundryman if

his business had increased any since the cards had been placed in the windows. He had not thought of the matter from that angle, and so we went into the office and the young lady bookkeeper compared the business accounts for the past three weeks. Business had increased ten per cent the first week, and 14 per cent the second week, and the young lady said she felt sure business would continue to increase for awhile at least, as the new customers were being served in a satisfactory manner.

The window card advertising was followed by the distribution of several thousand blotters and snappy newspaper ads, and the home laundry continued to advertise until the owner sold out to another party who moved the plant to the local hotel, where he secured all the work the laundry could do without asking for outside work.

And so, instead of the agencies putting the home-town laundry out of business, the proprietor sold the plant at a good price, and another modern laundry was established in the city; this manager was also induced to advertise in the same way.

ROYAL BARBER SHOP
 2630 WASHINGTON AVE.
 SIOUX CITY, IOWA

ROYAL BARBER SHOP
 M. M. SCHOFIELD, PROP.
 OGDEN, UTAH

CHARTERED 1910
 FROM 1910
 M. M. SCHOFIELD, PROP.
Royal Barber Shop
 M. M. SCHOFIELD, Manager
 2630 WASHINGTON AVE.
 SIOUX CITY, IOWA
 ELECTRICAL FACIAL MASSAGE
 SHAVING - HAIR CUTTING
 HAIR DRESSING

Come around to the ROYAL and read the magazines while you wait
 AT THE SIGN OF THE ROYAL CROWN
ROYAL BARBER SHOP
 M. M. SCHOFIELD, Prop.
 2630 WASHINGTON AVENUE, SIOUX CITY, IOWA
 ELECTRICAL FACIAL MASSAGE - SHAVING - SHAMPOOS - HAIR TONICS
 HAIR CUTS - SIOUX CITY, IOWA - OFFICE PHONE 100

BARBER SHOPS

HERE is a plan I have used in selling large cards to barber shops: Go to the proprietor of the leading barber shop in town or city and ask him to give you a list of his prices, and after you have obtained them, set them up in as large type as possible with a heading over the list: "Scale of Prices." As the prices are practically the same in all shops show a finished proof of the card to every proprietor of a barber shop in your city. Each shop should buy at least one of the cards, and will gladly pay \$1.00 for each copy; however, in large shops, more than one copy can be sold, and a fair profit can be made on the cards by selling two for \$1.50. The number of copies sold in the city should, however, govern the price.

In submitting blotter designs to barber shop proprietors, always print at least two prices—the price of a shave, also the price of a hair-cut, and add underneath these two items: "Other prices in proportion." By combining two pieces of six-point heavy plain border rule and printing one in red and the other in blue, a suggestive color combination

can be secured when the design is printed on white stock, which is the best in most all cases for barbers.

Barbers as a rule seldom advertise, but the writer contends it is the printer's fault more than the barber's, because they are never sold in the right way—through creative service—and when you show a progressive barber a finished proof of a business card, advertising blotter, mailing card, or a set of stationery made for his business, you will get him interested, and if the designs have the right "atmosphere," little trouble should be experienced in selling your ideas.

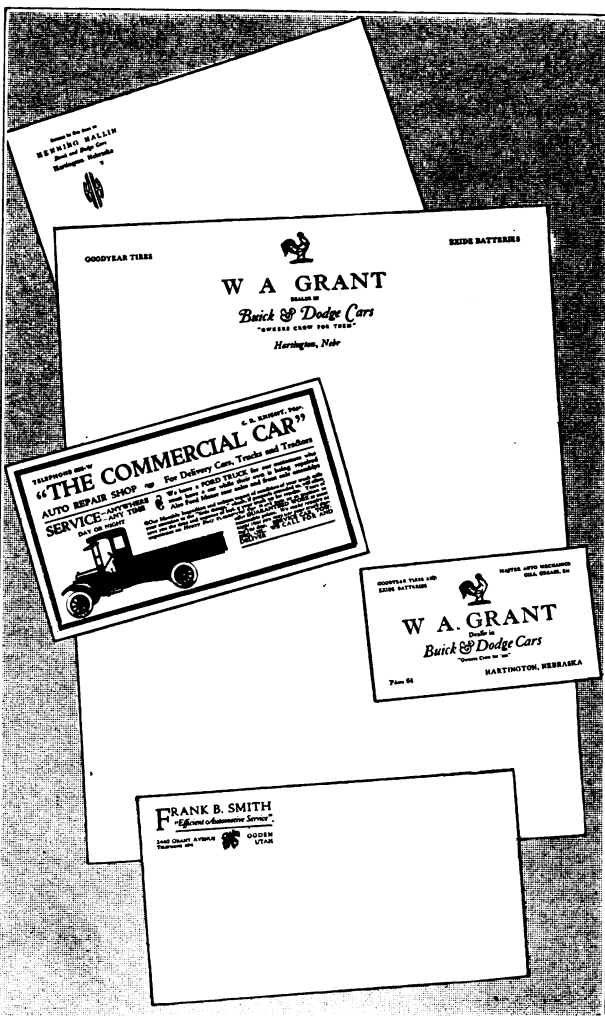
I know of a live barber shop owner in a small Nebraska town who uses small motto cards in advertising his business, and he has been practicing this method for years. Every time he is on the streets, and happens to notice a stranger, or some man who has never been in his shop, he will hand him one of his epigram, or motto, cards, which perhaps will contain a paragraph in 18-point type like this: "Cheer up, you ain't a dead one until your friends say, Don't he look natural?" And at the bottom of the card in small type—six-point—there is a line, "Folks tell me I do the best barber work in this town—and I believe them. You're invited to call. Sunny Sam's Shop." In this way, he has made

folks talk about him, and this is favorable gossip, because he lives up to the reputation of his small motto card advertising. In five years time he has increased his business from a one-chair shop to a five-chair shop, and bought two of his competitors' shops and sold them to out-of-town barbers. He has accomplished these results with his neat blotters, motto cards, and the large cards that hang on the wall of the shop, giving his scale of prices.

In selling business cards to barber shops, after an attractive design has been produced, always remember that there is a chance to sell not only the owner of the shop, but every man in his employ. The employee's name can be printed in the lower left hand corner of the card, "Presented by John Wetherspoon Smith, with the Palace Barber Shop."

Don't overlook the barber shops when creating and selling printing. They are live wires, as a rule, and will use printed matter when it is "made to order"—through creative printing service.

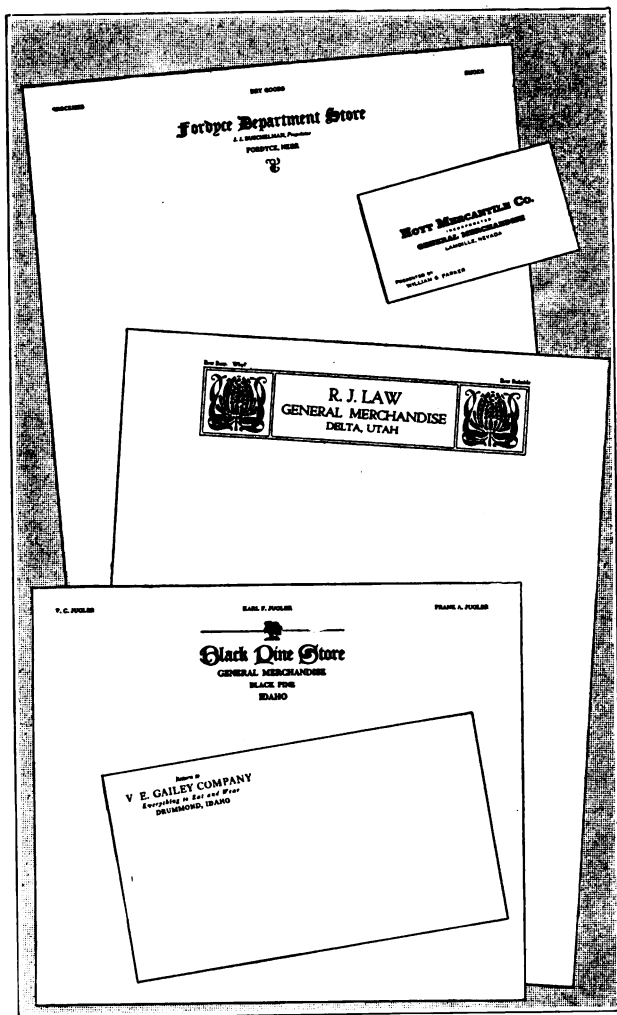
Barbers use letterheads, too.



AUTOMOBILE DEALERS

AUTOMOBILE dealers are furnished with large quantities of direct advertising by the automobile manufacturers, and in most of the cases, it is not read by a real prospective automobile buyer, because it is not mailed to him direct. The auto dealer receives a lot of folders, small catalogs, broadsides, etc., boosting a certain car; he looks over a copy himself, places the whole package on a shelf, and there it lays until the janitor gets it for starting fires. I went into an auto dealer's place with a blotter design, boosting his line of cars, and he pointed to a shelf, "Oh, I have all the advertising I need," he said, "from the manufacturers free, and I don't think it necessary for me to use any blotters for advertising my line of cars."

Looking the advertising matter over, I discovered no dealer's name printed thereon, and so asked him how he expected to get any results from the advertising in the shape it was, even if he mailed it out, as there was no dealer's name printed thereon. I agreed to print an ad of his own on the last page and distribute them all over his trade territory



GENERAL MERCHANDISE STORES

AS A RULE the best way to sell creative printing and advertising ideas to general merchandise stores, is to concentrate on one subject, especially when getting up advertising blotters. Perhaps your prospect sells ladies' furnishings, gents' furnishings, groceries, hardware, etc.

We will take the ladies' furnishings idea first. Perhaps the merchant has just received his line of spring hats, suits, shirtwaists, etc. Along with these goods are sent some very effective illustrations—cuts—and perhaps the merchant also receives a folder or two, giving their best selling points. If you will ask for these cuts and learn the prices of the different articles, effective blotters, mailing cards, etc., can be produced, and shown to the prospect. Each design should be shown in a finished state, and the cuts will not only help you to sell the ideas easier, but will actually help the merchant sell his goods much easier than had no illustrations been used. In case your prospects fail to receive cuts with their goods, cuts can be secured from the manufacturers or wholesalers free.

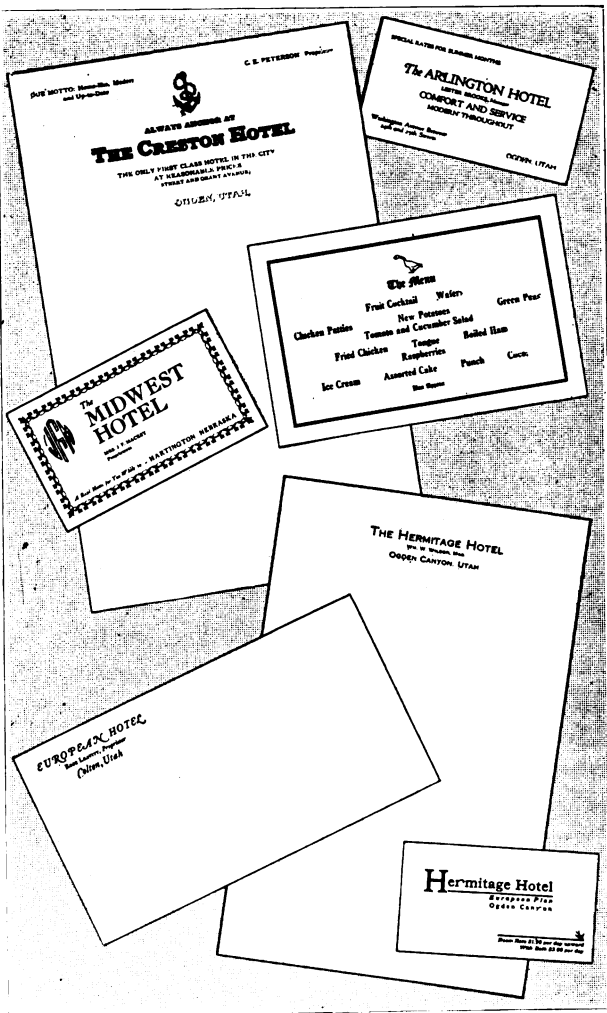
This same idea can be carried out when getting up blotters, folders, mailing cards, etc., for the gents' clothing department, and manufacturers will gladly send illustrations free to the printer if the merchants do not request them when buying their fall, winter, spring and summer stocks.

In submitting stationery designs to department store managers it is unnecessary to use a large quantity of text matter, as the words "department store," or "general merchandise," cover all subjects, and by limiting the letterhead design to as little amount of reading matter as possible, a much better and more readable set of stationery can be produced, which will in most cases appeal to a prospect better than when one tries to print every item sold on the letterhead. The envelope design should be composed in the same series of type the letterhead carries, but, of course, in smaller sizes—this applies to general merchandise and department stores, and is not a style that can be followed in all cases.

A great many manufacturers send general merchandise and department stores free stationery almost every time they buy a bill of goods. Usually the manufacturers monopolize a large portion of the letterhead advertising their goods, and print the name of the dealer

in six-point or eight-point type. The letterhead is really the manufacturer's letterhead, and not the merchant's; while the home merchant considers it an inducement to use this stuff because it is free, if he would only stop and think for a minute, he would see that he is really boosting someone else's business instead of his own. This should not be done, as a firm name becomes more valuable as it grows older—if the house is on the square with its customers—and naturally the firm should advertise its name as much as possible, as time goes on, and certainly when a store uses a free letterhead, boosting some other firm, they are not only cheapening their own reputation, but boosting someone else while so doing!

The only way for the home printer to overcome this abuse of the printing and merchandising business is to show the home merchant a finished proof of a letterhead intended for *his* business, and featuring it, and pointing out the many advantages a firm has when using stationery of the better sort. This method is the surest way to get the business.



HOTELS

WHILE working in a town of about 2,000 some years ago, I inquired of the proprietor about hotel stationery for the local hotel.

“Oh, that’s a chain hotel,” he said, “one of seven or eight owned by a big company. They have all their stationery printed in Chiapolis. No chance to get any of that business, as they have such large lots printed at one time for all of the hotels that we can’t begin to compete with them in price.”

“Well, perhaps we can go them one better in quality and get the local hotel’s business at least,” said I, “and as the manager of the local hotel has authority to buy his own printing, I’m going to see what I can do.”

I called on the hotel manager, looked at the notehead design he was using, and asked him how soon he would need some more. He stated he was about out, and would need some shortly. I submitted the manager a finished proof of a notehead design, with envelope to match—both set in Parsons type—and it appealed to him. I quoted him prices on 5,000 and 10,000 lots, both envelopes and letter-

heads. I learned my price was about 25c higher per thousand, but he gave the office an order for 5,000 noteheads and 5,000 envelopes. That was about three years ago, and the two forms are still standing. An order comes in about every three months for 10,000 of each form. The memo or noteheads, are printed two-on, and the job is one that was secured through creating a design that appealed to the local manager, who, after all, is the man who can buy stationery for at least one "chain" hotel.

Shortly afterward, I showed the same manager a card design to be handed to department guests, and he bought 2,000. Afterwards he bought many advertising blotters, to be placed in guests' rooms. When a guest asked for stationery he was handed some of the small blotters, and requested to put one in each letter mailed out. The manager would also mail a few at intervals to the U. C. T. headquarters in all the large cities, where they were placed on the writing desk, and read by traveling men, and if this isn't concentrating in a way that will bring results to the advertiser who uses the small blotter, I would like to know the reason why.

It is a good plan for the printer to keep an eye on the newspapers, and every time he reads of a banquet to be given by some local

lodge, the commercial club, etc., at the local hotels, there is an opportunity to create and sell a menu and program folder combined, to the people who are giving the banquet. Perhaps an honored guest will be present—the governor for instance—and if possible, secure a cut of the honored guest, print it in sepia brown, and tip the pictures on the title or cover. Names of speakers and their subjects can be obtained from the committee in charge and the menu from the hotel manager, and the title-page and cover text matter can be written by the printer.

There isn't a hotel anywhere in any town that doesn't need printing in some form.

Let me repeat: Your home-town hotels will use your product, but they don't know what is the best sort of advertising for their purpose. That's your business, Mr. Franklin Printer, and you can secure some profitable printing orders from your home-town hotels, through creating attractive blotters, etc., and showing the finished ideas to your local hotels.



SOUVENIRS

ONE of the churches in my town was planning to hold a golden jubilee celebration, and to pay a higher honor to their beloved priest. Cuts were made of the priest and church, and I printed both cuts in sepia brown, tipped the cut of the priest on the cover page inside a gold border, and did the same thing with the cut of the church on the second cover. I then set up a title page, and I reset the historical article that appeared in newspaper in ten-point type, and tied it with a gold cord. Five hundred of the souvenir booklets were printed, and many sold to the people who attended the golden jubilee, and balance were disposed of at intervals as members and friends visited the shop on other errands.

The same idea was used in planning a silver jubilee souvenir booklet; however, only the picture of the priest was used on this one. The usual data was printed on a dark cover page, with the priest's picture tipped on, surrounded by a border. The whole design was bronzed with silver. The usual historical data was procured from the writeup in the news-

paper the week before. Two hundred of the souvenir booklets were made. The proprietor's son sold every one of the booklets, and could have disposed of more of them.

Every time the old settlers hold a reunion there is an opportunity to create and sell souvenir booklets, and when this is done, I'd suggest a tipped-on picture of the oldest settler living at the time, which will add interest to the booklet. All necessary data, program, etc., can be secured from the committee in charge, and the printer can retail the souvenirs himself on day of celebration, or sell the committee an order—after he has produced the job.

Every time a lodge holds a banquet and initiates a class of candidates, an opportunity presents itself to create and sell an order of souvenirs of some sort. In every case the souvenir should contain the program for the occasion, the menu, and a brief history of the lodge, the date it was founded, list of past "highest officers," etc. All this data can be obtained from the officers of the lodge. Souvenirs of this sort do not necessarily have to be very expensive. However, they should be printed on good stock and tastefully arranged.

Soldiers' reunions suggest some sort of souvenir, and when given by certain Old

Veterans Associations or Legion Posts, all historical data and names of the members, together with the programs for the occasion, can be obtained from the officers. If the officials don't feel inclined to buy the souvenirs, get permission to issue them "on your own hook," and in this way you will be able to make a better profit, by having young ladies or boys sell them for you on a commission basis on the day of the celebration.

Home-coming celebrations, family reunions and annual meetings of members of college fraternities offer opportunities to printers to sell souvenirs of some sort.

Champion football teams will buy souvenirs, and help you sell them to all other students. Cuts of the team, grouped—the captain and manager separately, as well as the school officials, should be used on souvenirs of this sort. A fifty cent souvenir can be readily sold to the squad and to students.

All the above ideas and many more have been tried out with success. What can be done in one town or city can be done elsewhere.

**SOUTHWORTH
SHOE COMPANY**
342 Grand Avenue
St. Louis



For Men's fine Shoes
Shoes of Good Standard Makers.
That give Good Satisfaction.
Prices that are Reasonable.

Try
Horrocks Brothers

WE CATER TO PEOPLE WHO ARE PARTICULAR IN THEIR SELECTIONS

SOUTHWORTH SHOE COMPANY

342 Grand Avenue
St. Louis

For the Ladies
Ladies' Shoes, Rubber and
Kodan, the Walking Shoe &
Slippers, golf shoes
and slacks

For the Men
Men's Dress and Oxfords
the company's business shoes
Popular with men everywhere

OUR SCHOOL SHOES

ARE THE BEST at any price, and our large line
is most complete and includes all the latest styles for
boys and girls from seven to seventy! We have some special
shoe bargains at this time which we know will interest you.


Our Spring and Summer shoes will come to you. Put us to the test.

H W JONES COMPANY, Shoes


"GIRLS' FAMILIES FOOT FITTERS"

1461 WASHINGTON AVENUE

ODDEN, UTAH

I. L. CLARK & SONS COMPANY
SHOE AND CLOTHING DEPARTMENT
ODDEN, UTAH



SHOE STORES

WHEN your local shoe stores receive their shipments of seasonable shoes, there is an opportunity to sell direct advertising ideas. Perhaps your local dealer features one brand of men's shoes, another brand of ladies' shoes and still another brand of children's shoes. Every one of these special lines can be concentrated into separate advertising ideas that will assist your local dealers in selling their goods.

When school opens for the season there is an opportunity to sell advertising blotters, telling of the merits of children's school shoes, and when the blotters are placed on the desks of the school pupils, they will create interest and desire which will eventually lead to sales. I have in mind a shoe dealer who specialized in school shoes—the Red Goose brand. When school opened I secured a cut of the Red Goose shoe trade mark, which was really a cut of a goose, and the name "Red Goose Shoes" worked into the design. The cut was printed in red ink, with the text matter in black, on a small blotter. He gave the idea a trial by ordering one thousand of

the small blotters distributed in the grade school rooms. Three months afterward he ordered 2,000 more of the same blotters, and they were also distributed at intervals. They brought excellent results and assisted him in selling school shoes—bringing him steady customers.

Where a store specializes on one brand of ladies' shoes, an attractive blotter, folder or mailing card can be created, giving all of the good features of this certain brand, and it is a good plan to secure illustrations from the manufacturers, if the retail dealer does not have them, and print the illustrations in as near the same color of the product as possible.

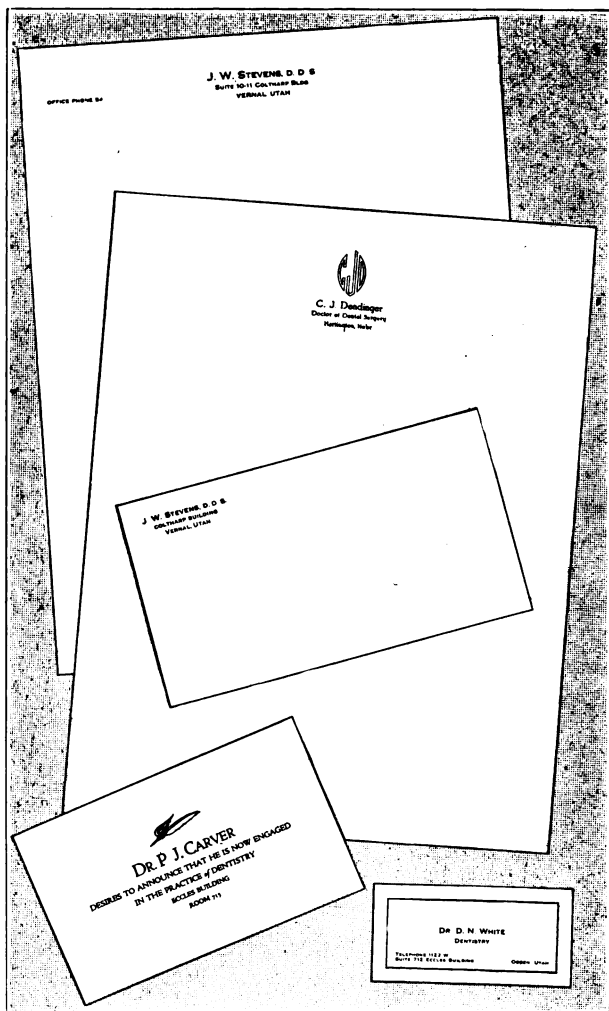
An advertising blotter boosting a certain brand of men's shoes should be placed on the writing desks of the business men, distributed in parked automobiles, placed on hotel writing desks, club writing desks, in the post-office, and other public buildings.

When planning business cards for shoe dealers, a cut of one of his leading brands of shoes printed in a russet brown or gray tint with text matter printed over the tint will prove a good selling point. However, if the dealer sells any number of brands of shoes, a very effective design can be produced with type, with perhaps a touch of some sort of decoration, especially when the card is to be

printed in two colors. In many paper stock rooms there is to be found scraps of brown cover stock. By cutting them to the size of a No. 55 or 63 card, and printing the whole design in black a novel card can be produced that will sell—and helps the merchant to sell.

In planning letterheads and envelope designs for shoe dealers it is a good plan to keep in mind what will be most appropriate. Often a shoe cut will give advertising value if printed in a light brown tint and the text matter printed over the cut in a dark brown ink. The envelope should be composed in the same series of type, smaller, and printed to match the letterhead.

At the beginning of every season of the year printers have an opportunity to sell local shoe dealers creative advertising ideas—through creative service—but, remember you will have to sell them, because they will not buy—they are not advertising men, but shoe dealers. The advertising should be attended to by the printers themselves.



DENTISTS

IN MOST of the smaller towns it is a hard matter to induce the dentists to break away from the old idea about it not being ethical for a dentist to advertise; but, as the dentists in the larger cities are big advertisers, as a rule, the small-town dentist is beginning to see the light, and when the right sort of advertising is shown him he will give it a tryout.

I have in mind a dentist in a town of about 1,000 population. He located in this town to render a service to people, and has made good. I might add, the town already had two dentists, but this didn't worry the third one at all. After he had arranged his offices in shape, and was ready for business, he mailed an announcement to every mother, and others in his territory, and followed these announcements up with folders, telling of his many years' experience in the dental profession and giving details as to his modern methods, etc.

By keeping up this advertising campaign indefinitely he was shortly known as "the best dentist in the county," and people came to him for miles around for service.

There isn't anything remarkable about this little story, when one stops to think. It was just a matter of having enough faith in his profession to properly inform people who needed his dental service.

Right at this time the dentists in the cities adjacent to the small towns are rendering service to the small town dentists' patients, because the dentists in the larger towns have been persistent advertisers for many years. It isn't because they can render better service that causes the small-town patients to go to them for professional service, but because they have received the advertising of the dentist in the city, *telling of his service*, giving prices for service, and *inviting* the people to call.

The most successful way to sell advertising ideas to small-town dentists consists in originating blotters, folders, or other literature, and showing them a finished proof.

Find out about their methods; get prices for crown and bridge work, and plates, and incorporate this information into an advertising idea of some sort.

If the first idea you sell brings a few patients to your prospect's office, he will eventually use more of your ideas, and his business will increase in proportion.

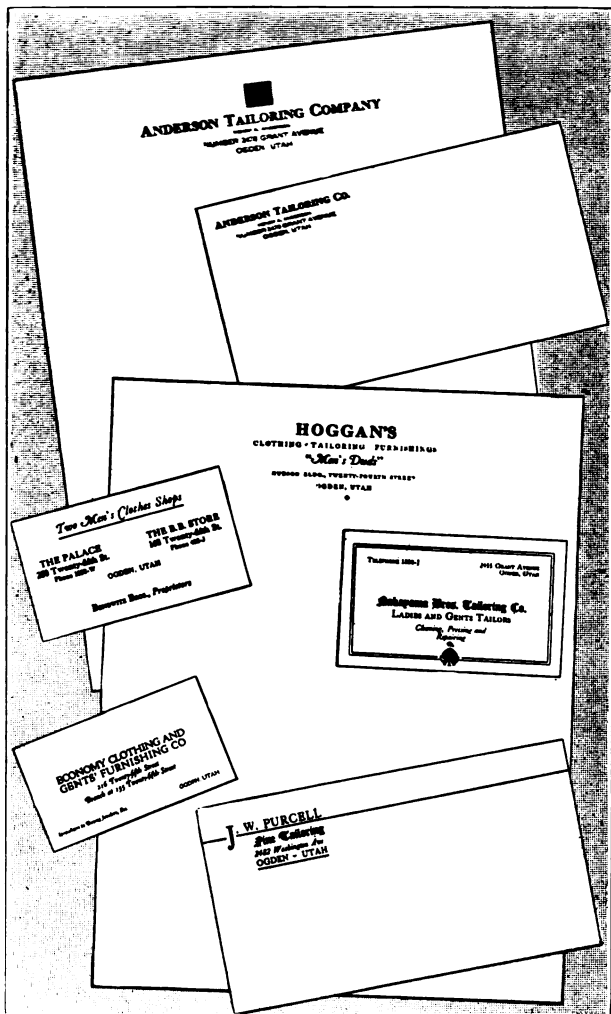
A dentist's business card should be com-

posed in a neat style, small type, and contain his office hours, 'phone number, and office and residence address.

On a dentist's stationery, all that is necessary is his name, profession and location, typed in a neat style.

In producing blotters, folders and mailing cards, for dentists, restraint should be used. Just neat readable designs are all that is necessary as a rule. However, a cut of small set of "plate teeth" can be used on a blotter or folder at times. If you have a set of combination monograms, they also can be used in connection with dentist's advertising. The monogram placed at the top of an announcement card gives a very satisfactory effect and can also be used in producing dentist's stationery and other office forms.

Never go to a dentist to sell printing unless you have something to sell—and after you have sold him the first time, and gained his confidence, both will profit by working in harmony together in producing *printed salesmanship* for the dentist.



ANDERSON TAILORING COMPANY
HARRIS & ANDERSON
HARRIS & ANDERSON
HARRIS & ANDERSON
OGDEN, UTAH

ANDERSON TAILORING CO.
HARRIS & ANDERSON
HARRIS & ANDERSON
HARRIS & ANDERSON
OGDEN, UTAH

HOGGAN'S
CLOTHING-TAILORING FURNISHINGS
"Men's Duds"
20000 84th, TWENTY-FOURTH STREET
OGDEN, UTAH

Two Men's Clothes Shops
THE PALACE
200 Twenty-fourth St.
Phone 222-27
OGDEN, UTAH
THE R.R. STORE
200 Twenty-fourth St.
Phone 222-27

Barnett Bank, Proprietors

Telephone 222-27
200 Twenty-fourth Street, Ogden, Utah
Schaeffer Bros. Tailoring Co.
LADIES AND GENTS TAILORS
Cleaning, Pressing and
Repairing

**ECONOMY CLOTHING AND
GENTS FURNISHING CO**
214 Twenty-fourth Street
Branch at 125 Twenty-fourth Street
OGDEN, UTAH
Incorporated in Oregon, America, Inc.

J. W. PURCELL
Free Tailoring
2000 Washington Ave
OGDEN - UTAH

TAILOR SHOPS

IN MANY of the small towns are located tailor shops and pressing clubs combined and it is a good plan for the creative printer to bear in mind he should never confuse one of the trades with the other in producing advertising literature.

We'll take the subject of the small-town tailor as well as tailor shops in the larger cities. There's little difference. Both sell clothes made to measure, and they make the clothing in their own shops.

Tailors usually buy their cloth "in season," and when the goods have been received, it is the proper time for the printer to plan direct advertising ideas that will assist tailors in selling ready-made clothing. I have found the announcement card to be very effective in assisting tailors to sell their product. The announcements can be mailed direct to the prospective buyers and there is no waste in circulation of the announcements. They can be printed on a card, or, if you can secure an illustration suitable for a folder, this plan can also be worked into a profitable announcement.

Next to importance in tailor shop direct advertising is the little blotter, which can be used with good results. The text printed on the blotter should give the names, colors and prices of the completed suits of clothing. The blotter can be printed in either one or two colors, but when an illustration is used, a blotter can be made more effective by printing the design in two colors.

If the tailor can secure illustrations of the completed suits, these can be worked into a folder or mailing card, and descriptions of goods, together with the price of each completed suit, will create interest, and be the means of producing sales, if the folders are mailed to a select list of actual buyers of clothing—men and young men. This list of names can be secured from the city or telephone directory. Being familiar with the trade territory and knowing personally the real prospects, the names in the directory can be easily classified into a desirable buyers' list, and the folders mailed direct to the prospective buyers.

A tailor's stationery can be made very effective by the use of some sort of trade mark. Perhaps a pair of scissors, together with the shop's monogram, could be incorporated into a very effective design for a tailor's trademark. The cost of the artist's

drawing, together with the cut, would be a trifle, when one considers the advertising value the mark would eventually "inherit."

The trademark should be used, not only on the letterhead, but also on envelope and business card. Any printer who has talent enough to design printed matter can make a sketch of a trademark that should "fit in" printed matter for his prospective buyer. The design can be printed complete, and the sketch drawn where it should appear in the finished product, which will show the tailor what he is getting.

Many of the cloth manufacturers send free advertising, in the form of folders, mailing cards, etc., to tailors and these usually repose on the shelf until the apprentice uses them for starting fires. If the printer will print his prospect's name, or small ad, on the last page of these folders, and agree to mail them to prospective buyers they will produce good results, and in time overcome that old adage of some tailors that "it don't pay to send it out."

Like most other business men, tailors must be sold.

M. G. FISCH, Proprietor

50

THE HARTINGTON CLEANERS

Cleaning - Pressing - Repairing - Dyeing
HARTINGTON, NEBR.

Club dues of \$1.00 per month gives member privilege of having two suits and
one pair of trousers pressed monthly.

THE HENDERSON PRESSING CLUB
Day and Night Service
Jesse Henderson

For specialty needs
Phone 448

302 West Avenue
HENDERSON, MO.



"Dutch's" Pressing Club
FRANKLIN, NEBR.

Bring us ten days to
The Henderson Pressing Club
Jesse Henderson
HENDERSON, MO.

PRESSING CLUBS

PRESSING clubs of these days do many things. They take one's measure for a suit of clothes and send the order to the large tailor shops in the city; they clean and press clothing, and make a specialty of dry-cleaning, dyeing, etc. Every one of these subjects can be incorporated into direct advertising ideas at intervals. By concentrating on one subject for each advertising idea, the pressing club will get better results, however, and the printer will sell more of his product.

I have in mind a pressing club owner who specializes in dry cleaning work during certain seasons of the year, at other times he goes after orders for tailor-made clothing, and his advertising is concentrated on that one subject, while the season lasts.

Speaking to him on one occasion about an advertising idea he was then using, it was in July, and it was rather dull,—I asked him if he could dry clean lace curtains.

“I never have, but I'm sure I can,” was his reply.

So I prepared a small folder, announcing a new department in his establishment, that of

dry-cleaning lace curtains, and fine laces of all sorts. Those little folders were mailed only to housewives in the city limits, and they brought him a new line of business. This folder was mailed to prospective patrons over five years ago, and he is getting results today from the little folder! But he made good in this new line of endeavor, and certainly that was a great help. Every spring he is swamped with work of this kind.

Another pressing club owner, who, after installing a large pressing machine, decided to try out the idea of "suits pressed while you wait." This idea made good, especially on Saturdays, when the farmer boys were in town. They would wear their "Sunday clothes" when driving their cars to town Saturday evenings, and before going back home they would go to the pressing club and have their suits pressed in ten or fifteen minutes. This pressing club continues the practice, and others in nearby towns are also taking it up.

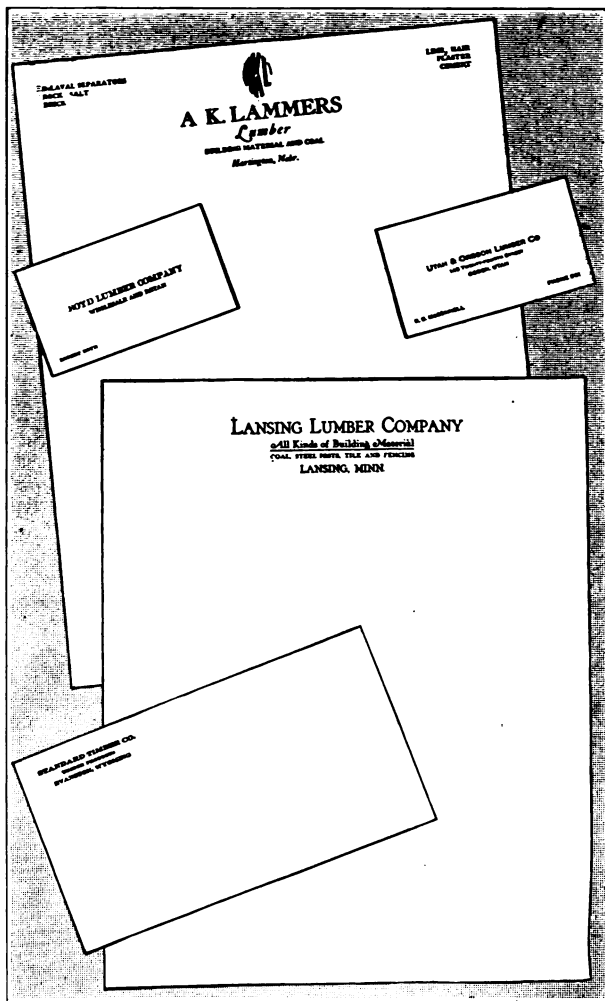
And how did he get the new line started? Easily.

A small blotter, announcing the new service was placed in parked automobiles in the town every Saturday between 2:00 and 3:00 p. m., and they immediately began producing results for the pressing club.

Many pressing club owners have never

used stationery because they felt they could get along without it. The same applies to advertising, cards, etc. They seldom buy a large quantity of any printed form at the outset, but once they have learned the benefits to be derived through using attractive advertising and stationery they will become regular patrons for printers, and that is what I consider building business along concrete lines—for the future as well as for the present.

Many of the small-town pressing clubs receive direct advertising folders from the tailor shops they represent, but, like some other “business” men, they fail to grasp the sales value these folders contain, and if some live printer doesn’t come along, print their ad on the last page of the folders and mail them to prospective buyers for the pressing club owners, the furnace, or stove, gets them. As a rule, this class of advertising is very effective, having been prepared by the best advertising talent to be had.



LUMBER DEALERS

LUMBER dealers use a large quantity of stationery in the course of a year's time, and when a finished proof of a letterhead design, etc., appeals to them, a large order is usually the result. During visits to the lumber dealers on other business, information can be obtained as to how soon the dealers will need stationery, envelopes, statements, etc., and every one of these items can be sold through creating designs that will appeal to the prospective customer. If possible secure copies of the forms now being used, and do your very best to improve the designs and layout. Perhaps at the present time prospects are using one-color letterheads. If you show designs printed in two colors they will appeal to buyers in most instances better than one-color designs. Green and brown is a good color combination for lumber dealers—green leaves, brown bark and wood—as the combination is suggestive. Again, perhaps you have a cut of some sort of wooden scene, or log, etc., that would work into a design for a lumber dealer.

Every lumber dealer needs business cards, and the design can be so arranged that you

can sell not only the dealer, but also all the personnel of the firm, adding their names at the left-hand corner of the cards, and showing each member of the firm, and employee a finished proof of the card. Each person may not place a very large order, but every order will add that much more to your account, and you will be educating the personnel of the firm to use business cards at all times.

Lumber yards are seldom solicited by printers, as they feel the dealers or managers will call when they need printing. I've found this to be a mistake.

Lumber is actually about as low in price now as it was years ago before the raise, and there is encouragement all along the line to build now. I have in mind a lumber corporation in a mid-western state. I asked the manager what per cent prices had dropped.

"We're selling lumber and other building material at the same price we sold it eight or nine years ago, but the buyers are fewer than I have seen them for ten years."

That was all the information needed to prepare a folder announcing the prices of lumber and building material were now back to pre-war prices at —— Lumber Co's yard.

About three months after the 1,000 folders were sold this lumber company, I made inquiry as to how business was.

“Oh, it’s picking up some, but far from what we expected. Spring has come and gone and there hasn’t been a dozen houses built since we announced our prices were back to a normal basis.”

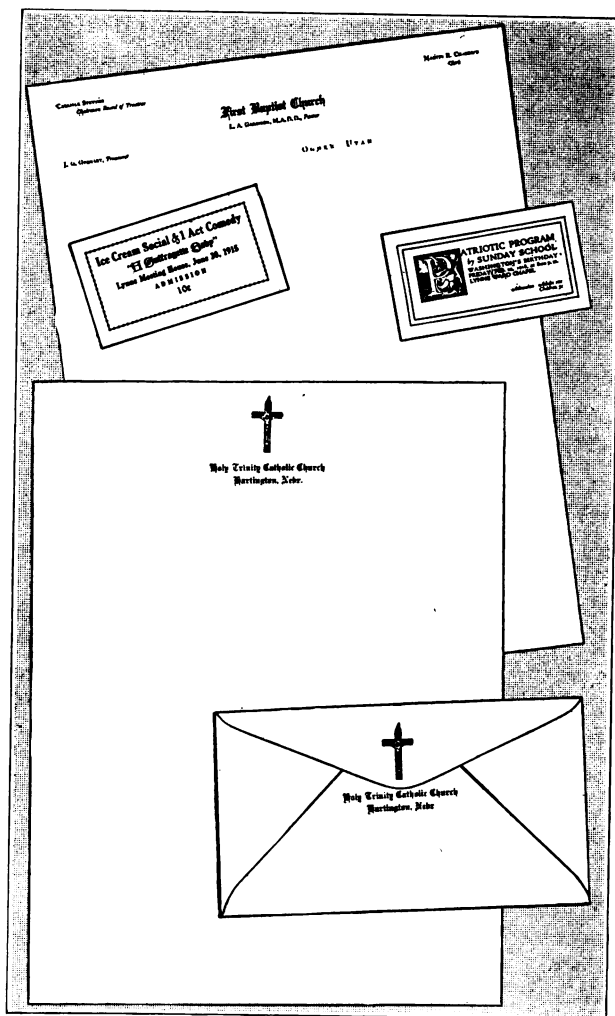
I prepared a blotter, announcing that prices for building material would become no lower, and it would pay lot-owners to build at that time. This design was shown the manager of the lumber company. He found every fault he possibly could find with it, and then said:

“I’ll think it over.”

“Very well, sir, but remember I cannot hold this advertising idea for you. The form is on the press now, so I’ll just change it to another lumber company, and see what the other fellow thinks of the idea. Delaying the matter would mean additional expense to both of us.”

“You can distribute 1,000 blotters for me, and I’ll let you know if they do any good.”

I met this man on the street a week after the distribution of the blotters, and he stated that he was satisfied.



CHURCH PRINTING

THIS is a line of printing and advertising that printers must create and sell if they wish to succeed in making church printing profitable.

There are many different forms of printing that churches, ministers and Sunday schools can use to advantage.

Every time children's day exercises are to be given, there is need for a program. Often when the committee in charge is approached on the subject they will agree a program should be printed, but there are no funds available.

There is another way: Agree to print the program free, provided you are permitted to use the back of the sheet, or folder, as the case may be, for advertising purposes. After you have secured the program copy, print a finished proof on the stock you intend using, and explain to some firm the advantages of concentrating one advertising message on the program, boosting children's shoes, or clothing—anything that children wear—and sell the one ad at a price that will insure your usual profit.

Christmas celebrations suggest programs

for the church celebrations, and if the committee has no funds to pay for producing it, sell space enough to a holiday goods firm.

Usually at this late time in the season, you will find some store that wishes to dispose of all holiday goods at a discount, instead of carrying them over for another year. By concentrating the advertising message to this one subject, good results will come to the advertiser, the church will get their programs free, and the printer will make a profit.

Perhaps next time the committee in charge of the Christmas celebration will have been educated up to the value of a program, and be willing to buy, and the printer who first suggested the Christmas program will in most cases get the order. Build for the future.

At Easter time another program can be created and sold along the same lines as suggested above. This work will give a printer an opportunity to show his ability in designing the better class of printing, and will materially assist him in building a reputation for producing good printing.

Every pastor or church needs stationery, but here again I am sorry to say I have learned the "pencil and tablet" idea has taken root in fifty per cent of the cases.

If a letterhead and envelope design to match is shown the pastor, or perhaps the

church treasurer, it will mean permanent "missionary" work on the part of the printer, and he will have little trouble in selling the second order.

The different church societies often give entertainments, and need tickets, as well as direct advertising, to boost these celebrations. There is always a committee appointed by these societies to attend to the advertising, etc., and by seeing the chairman personally, and showing him finished advertising ideas, he becomes interested, and the sale is pretty safe.

Church reunions, centennials, annual picnics, and many other affairs, all suggest some sort of program, but the printer must show a finished proof of his idea before he can hope to create a desire on the part of the committee in charge.

When you have a folder or booklet program in mind, it is only necessary to show an attractive cover page, with blank pages tied or stapled inside. This is in substance, a finished proof, as the cover is all that is seen until it is opened, naturally it is the "dress" that creates the sale.

Watch the church columns in the newspapers, and you secure a lot of information therefrom that will lead to selling printing through your creative service department.



J. W. Robinson
County Treasurer, Cedar County
Harrison, Neb.

WILBUR F. BRYANT, County Judge
Cedar County, Harrison, Nebraska



Wilbur F. Bryant, County Judge
Cedar County, Harrison, Neb.

WILBUR F. BRYANT
County Judge

Cedar County, Harrison, Neb.



Wilbur F. Bryant, County Judge
Cedar County, Harrison, Neb.

COUNTY PRINTING

SOMETIME ago while working in a town of about three thousand population, I asked the shop owner why he did not get his share of the county printing.

"Oh, the other fellow is the official county printer and gets all of the county printing his shop is capable of turning out, and the blank books and other large forms are sent to the big city shops, where the printers make a specialty of doing county blank book work and other printing."

"And who gets the stationery orders," I asked.

"The other fellow."

The other fellow was his competitor, who had been getting the stationery printing for the county officials for many years, because his newspaper happened to be of the same political faith as practically all the county officials.

The first set of stationery samples submitted to the county officials was intended for use by the county judge. This party was of the same political faith as my employer, and he sold him 500 envelopes and 500 letterheads with the finished proofs, printed on the stock

intended for the job. This stationery was not of an ordinary grade, but the design of letterhead and envelope was printed on 20-pound stock, on one of the most beautiful lines of paper and envelopes ever placed on the market. The next county official to be shown finished proofs of a set of stationery was the county treasurer, who also placed an order for letterheads and envelopes. The high grade bond stock again "sold itself."

The next county official to be shown a finished proof of a set of stationery was the county superintendent of education, who also placed an order for envelopes and letterheads printed on same stock.

I made finished proofs of three sets of stationery for county officials in one day and every prospect bought! The county clerk placed orders for stationery on two occasions after that day.

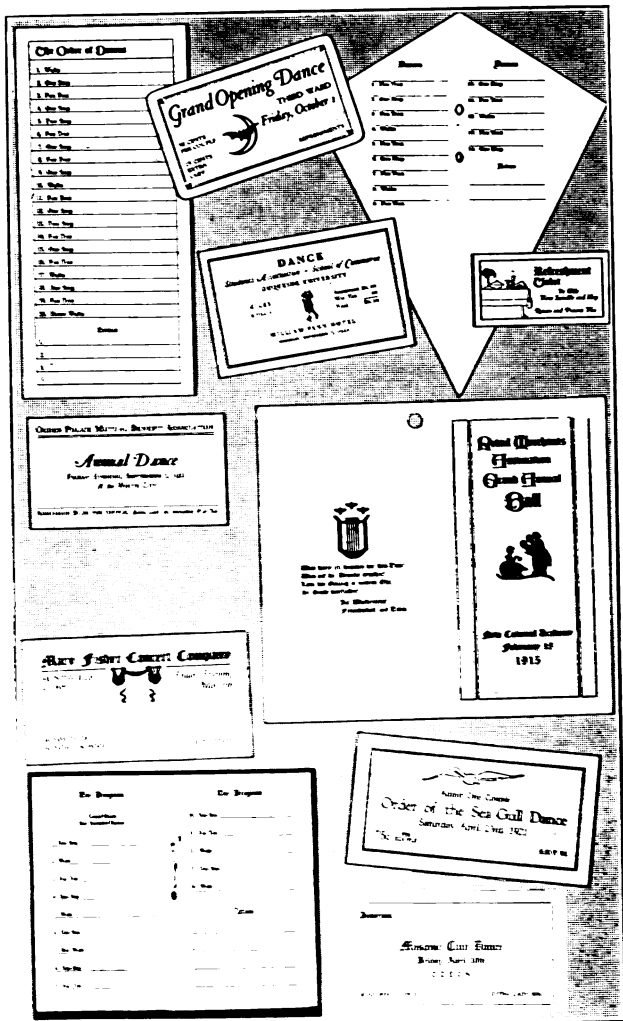
Other county officials sent printing to the shop many times afterward, and my contention is that the creative service rendered, in a way, was responsible for other "county printing" to be sent to the shop.

The county officials bought greeting cards, and other special work on two occasions after this, and the creative service department was also responsible for these very profitable sales.

After I left the county seat town, I wondered if this was an exception to the rule, and perhaps the "official county printers" in most instances did secure all of the printing from county officials many times on account of their "political pull."

I'm convinced that in this enlightened age no county official will buy from one printer when he can get better service from another, regardless of political affiliations, and I'm further convinced that the best way to develop this line of business is through selling with a finished proof the printing you think the officials are in need of.

Two months before the primaries for the selection of county candidates is none too soon to create and sell candidates cards. It is an easy matter to find out how many of the present officials will "run" for re-election, and to learn who their opponents will be. Every candidate will need cards, and they usually buy in large quantities—from 1,000 to 5,000. Just as well to keep the form standing.



DANCE HALLS

IN MANY towns and cities the American Legion Posts have built dance pavilions, and there are many operated by individuals. Every one of these amusement places need dance programs, admission tickets and other printed matter, and in most cases they will use more of the printer's product, when the printer creates pulling advertising ideas.

Personally, I have discovered that personal invitations addressed to gentlemen, inviting them to attend dances on certain dates, with ladies, to be the most effective way of bringing large crowds to the dance pavilions. The price of admission should be printed on the invitation at the bottom in very small type, as this information is very necessary, and eliminates mistakes.

I have in mind a dance pavilion in a small town that uses the homely circular, or poster, with exceptionally good results. The owner of the pavilion gives a dance one night each week, and on special occasions, such as fair week, Christmas time, etc., on two and three nights a week.

Every Saturday 9x12 circulars are mailed

to friends in all of the nearby towns to be posted in conspicuous places; the circulars are also placed in every parked auto in town on Saturday evening, and in every store window. The dances are held every Wednesday night, which gives prospective patrons plenty of time to prepare to attend and also to "make dates" with their lady friends. These circulars have been in use so long the young folks look for them every Saturday to see what is going to be "on" for the regular dance night. Sometimes the manager secures orchestras, jazz bands, and other musical organizations, that are known throughout the state, on account of the fine music they render, and on these special occasions I've seen the dance floor filled with dancers, and more than two hundred couples off the floor or standing on the pavement nearby, waiting a chance to secure tickets to dance. The circulars produce these *results*.

If the orchestra engaged for a certain night happens to be one with a fine reputation, that has performed for the manager on other occasions, a 12x18 circular is sent out and posted in the usual way, and the patrons have been educated up to the fact that when a large circular is used in advertising the dance for a certain night, there is going to be something special on in the way of dance

music, and this will be the means of bringing larger crowds than the ordinary 9x12 circular.

This convinces me there is something to that old phrase: "The bigger the ad, the bigger the crowd."

The musical organizations who make a specialty of furnishing music for these small-town dance pavilions are, in most instances, composed of members of the local band, or perhaps an organization of musicians of home talent class. They also need stationery.

Perhaps the local orchestra has no name for its organization. There are many names that suggest themselves, and the printer can print a suggestive name for the organization and submit it to the manager, or owner, of the orchestra, and if it doesn't appeal to the manager, it will certainly interest him, and another name can be decided upon. Then, the manager will need business cards, too, and after the stationery has been sold, the same name and idea can be applied in selling business cards, etc. Don't overlook this line of creative printing.



Beneficial Life Insurance

Telephone 44

Post Office Box 121

JAMES H. PLATT
Beneficial Life Insurance Company

*Has Office of this, Idaho and Laramie
Insurance and Savings Bank*

*17 Life, 10 Death Loans
20 to 25 Years Term*

Ogden, Utah



E. B. Hinchman, Real Estate and Insurance
Hampden, Idaho

THE DIVIDEND PAYING COMPANY OF AMERICA

*The Northwestern Mutual Life
Insurance Company*
MILWAUKEE, WIS.

2-10, 1000, 1000, 1000, 1000

TELEPHONE 1000-10



F. B. FOWLES
Real Estate Loans and Insurance

OGDEN UTAH

2408 MILLER AVENUE



E. B. Hinchman, Real Estate and Insurance
Hampden, Idaho

RECEIVED 1000-10

WILLIAM SMITH

RECEIVED 1000-10

INSURANCE AGENCIES

IN A small town in a mid-western state is an insurance agent who advertises spasmodically, but his system is good, and of the dividend-paying sort.

And here's the plan that induced him to use blotters and folders in assisting him to sell more life and fire insurance:

While I was employed in this town one of the leading young farmers of the community was sold a \$10,000 insurance policy. It was one of those policies that was good for its face value the day after it was bought, in case the party insured should have died. About two months after this \$10,000 insurance policy was sold the young man took suddenly ill with that deadly disease, influenza, and died within four days after he became ill. The company paid the \$10,000 to his widow within ten days after the young man had passed away, and she was so impressed with the fair and square treatment the company had given her by eliminating all "red tape," and paying the amount due so quickly, she wrote the local agent, thanking him and his company for the kindness, etc., in paying so promptly.

The agent showed me the letter, and I suggested it had fine advertising value, and asked him to get the widow's permission to print it on a blotter. She agreed to this, and I printed two thousand blotters with the letter reproduced thereon, and underneath the letter the name of the local agent for the insurance company was also printed.

There was nothing *assertive* about this blotter, from an advertising standpoint—it was reason why publicity, or printed salesmanship, and the insurance agent assured me that it had been the strongest factor in assisting him to sell a large number of policies.

After this occurrence, every time one of his policy-holders would pass into the Great Beyond, he would advertise, warning others of the uncertainty of life, and to insure the comforts of his loved ones before it was too late. Rather sentimental, for insurance publicity, but it certainly brought results every time, and the same line of advertising is still being used by this party in selling life insurance policies.

Here is the plan he follows in selling fire insurance policies: One of the business blocks in the town was partially destroyed by fire one night and the next morning I printed this paragraph in red ink, 24-point bold type:

“Three houses burned down Friday night.

Two lost nothing—I've paid their claims—the third lost ALL! Your home may be the next one! Better see me now about fire insurance." The blotters were distributed in every home in his territory, and placed in banks, cars, stores, and everywhere one can think of.

Insurance agents are furnished many direct advertising folders, blotters, etc., in the course of a year's time free, by the insurance companies, but as a rule, the blotters are merely "signs," are of the "stock" variety, and contain no information of local value.

Only printed salesmanship, written and printed by the local printer, can be of very much assistance to local insurance agents. All the blotters furnished him by the companies he represents are merely of the "sign" variety.

Creative service will sell insurance agent's stationery, if the designs appeal to your prospect, and it will also cause him to stop using the free stationery liberally sent to him by the various insurance companies.



ANNOUNCEMENTS

THAT one word suggests dozens of creative printing orders. For instance, I walked into a store and noticed that holiday goods were being unpacked.

“Hello, I see you’re getting ready for the big holiday opening. When will it take place?”

“December first,” was the owner’s reply.

After looking over the many articles he was unpacking, I went to the shop, set an announcement in Caslon italic, and printed the design on three-ply cardboard, border in red, text in green, and showed the prospect a finished proof. He thought 7c each, with envelopes, a bit high, but I explained he was also paying for creative service. I sold him 200 copies—and the same copy was used as a quarter-page newspaper ad.

An announcement card is more than an announcement when used for advertising purposes. It is practically a personal invitation to an event.

The best way to create and sell special announcements for advertising events and merchandise is to scan the newspaper columns

—and in almost every issue you'll see suggestive copy for announcements.

Perhaps some store is featuring ladies' coats and suits. This suggests a neat announcement to be mailed to the real prospects direct, and they will certainly bring results.

You may pass by a furniture store and see a large display of Axminster and Wilton rugs. This suggests an announcement which should be mailed direct to housewives, especially newly married couples. This class of advertising creates curiosity and a desire to see the goods. Personal salesmanship does the rest.

You may happen to read a news item about a smoker that your home-town commercial club or some lodge contemplates staging at an early date. This item suggests an announcement to be mailed to members, and it will bring a member to the affair much quicker than any other method ever tried.

I walked into the grocery department of a department store and learned they had just received a carload of Bartlett pears. It suggested some sort of an announcement that would bring quick results. The little "I'm on my way" announcement cards were handed to every man on the street and put in parked autos, also wrapped in packages and

distributed in the residential section of the town, and as this was the only advertising used, they surely brought buyers. The carload was sold in five days and the quick turnover made the store a profit.

Every time a new professional man "sticks out his shingle" there is an opportunity to sell an announcement card order.

Every time a new business house opens up, every time a firm name changes, every time a removal to a new location occurs, every time a new line of goods is added to a store, there is an opportunity to sell announcement cards and folders—through creative printing service.

There are a few professional men who do not believe in the ordinary way of advertising that can be sold announcements. Among these are doctors who will not advertise, but can be induced to send out announcements of removal, taking in an assistant, or the combining of offices with another doctor or a dentist.

I sold a good order to a doctor who decided to become a specialist in children's diseases. Also another good order to a doctor who had returned from taking a special course and decided to specialize.

Telephone 1943

OWEN W. HALVERSON, D. C.
CHIROPRACTOR

2010 North
10th Street
Salt Lake City, Utah

Telephone 1943

OWEN W. HALVERSON, D. C.
CHIROPRACTOR

2010 North
10th Street
Salt Lake City, Utah

Have You the Real Matter in the World?

McKell & McKell
CHIROPRACTORS
CHUBB, UTAH

Edward J. McKell, D.C., Ph.D.
General Chiropractor, 1001 N. 1st St.
Salt Lake City, Utah

of the same kind

of the same kind

of the same kind

ROLAND G. MCKINLEY
Chiropractor

2001 West South Street,
Salt Lake City, Utah

McKell & McKell
CHIROPRACTORS
General Chiropractors, 1001 N. 1st St.
Salt Lake City, Utah

Chiropractic Fear—

Q: Doctor do finger said "adjustments were dangerous"—No, he had never taken adjustments. Mrs. Thomas Taylor knew "they were very painful." She realized every word—before all you hear.

Q: Adjustments cause pain only in severe cases, even then when you see the wonderful results, you gladly tell your friends "the pain does not last but a moment."

Q: Do not jump on the back, massage, and give mental suggestions as one local doctor practices. A few moments of unprofessional investigation will tell.

ROLAND G. MCKINLEY
Chiropractor

1001 WESTMONT BLVD.
SALT LAKE CITY

CHIROPRACTORS

THOSE who have taken up the profession of the chiropractor never knew the value of advertising before taking the chiropractic course. They usually buy a lot of printed matter from the schools where they receive their diplomas, and from this literature any printer can learn enough about the new profession to write intelligent information that will assist the chiropractor in selling his service to the people of the town or city where he is located.

The small blotter is a good medium for chiropractors to use in interesting people in this practically new profession. I have in mind a chiropractor who located in a small town where I was working some years ago. He had been located in this town for more than two months before I paid him a visit. I read a number of folders, etc., he had brought along with him from college, and learned some of the methods of the treatment administered to patients.

During this visit I sold him a set of stationery, envelopes and letterheads, and in a few days I decided to submit a blotter advertising idea for his inspection.

In looking over the blotter in stock, I found the shop was overstocked with pink blotting, so I decided to use some of this color for submitting the finished proof to the new chiropractor. The only wording printed on the blotter (pink stock) was, "Let Dr. put you in the pink of condition without the use of drugs. Office hours from 9 to 12 and 2 to 5. Office in ——— Building. Phone No. ——— for consultation date."

The doctor decided to give the blotters a trial and ordered 1,000 distributed in the usual way—in autos, stores, public buildings, etc.

When submitting the finished proof I told him that the blotters would probably create more curiosity at first than anything else, and this would create controversy among the townspeople.

After a few had called on him, and he had convinced them his treatments were helpful to them, then there was a chance for the advertising to secure better results. The doctor is located in the same town today and has built up a prosperous practice in the community, and gained the respect and confidence of the citizens.

That order for pink blotters convinced him that advertising did pay when the service one had for sale was needed by the citizens of the

community. Today he is advertising more than ever before.

The best way to develop the chiropractor's account is to submit finished advertising ideas, and, as I've said before, all the information necessary to get the idea into print can be secured from folders and other literature which every chiropractor has had sent him, or brought with him, when locating in a town or city.

After the first idea has been developed and sold, don't be too hasty in going after more business. After the concrete results have been shown the advertiser he will be in a more receptive mood to consider other direct advertising ideas, and if your first idea has made good, even in a small way, certainly a second advertising idea, following up the first one, will create more interest, and produce more business.

Business cards are needed by the chiropractor, just the same as by any other professional man, and a neat business card design, set in small Blair, or gothic, is very appropriate; however, small roman letters are also good for this class of work.

MILLER TIRE STORK
GRANGER, MO.



MILLER TIRE STORK
GRANGER, MO.



MILLER TIRE STORK
GRANGER, MO.



Up-to-date Auto Furnishing Department
HATS :: DRESSES :: SHOES
GREAT COVERS LADIES' TIES

Try us for Quality
Phone 1135

HALF-SOLE YOUR TIRES
Before They Skewer and Cut
200 to 25,000 More Miles

Guaranteed 200 Miles
Without a Puncture

GATES HALF TIRES
WILL WEAR LONGER THAN NEW TIRES
AND ONLY COST HALF AS MUCH

Phone

RECOMMENDED BY
M. W. MILLER, Manager

Half-Sole Tire Shop—
524 Madison Ave., Ogden, Utah

We'll Make Your Old Auto
Tires Good As New—

BBETTER workmanship than ours cannot be had
anywhere. Bring in your old tires today—
it will mean a saving of many dollars to you.

Quality Work and Prices — Service Will Make Yours — Just As Good

Hartington Auto Tire Hospital - Fred E. Reed Prop. - Opposite Garvey's



AUTO TIRE DEALERS

STRANGE as it may seem, the little fellows who sell automobile tires are about the best buyers of the printer's product, in proportion, I know of—if sold through creative service.

I recall several tire dealers I have sold blotter advertising ideas to continuously for the past four or five years. One in particular, located in a small town in a mid-western state, uses no other form of advertising but the small blotters, and every time he buys a new lot he expects them to help him sell tires, and they certainly do. The only distribution system he uses is the placing of the blotters in automobiles every time a large number are parked on the main streets of the town where he is located. Every blotter in this way is read by a real prospective buyer, and it is only natural that they should think of his place of business when they are in need of a set of tires, or perhaps a "spare" tire.

Very often the automobile tire dealers receive a large package of folders, booklets, or other literature, from a manufacturer when they place orders for tires, and, as is the custom, or habit, they are placed on the

counter, and if someone don't come along and pick one up and read it they never get any circulation worth while. The only way these folders and booklets can be made to bring customers to the tire dealer is to print an attractive ad on the last page and place them in parked cars, and in this way the prospective buyers will read them, in many instances leading to sales.

Automobile tire dealers also receive free stationery from the manufacturers, with the usual "tire ad" where the letterhead copy of the dealer should be printed. The only way to educate the local dealers to the point of using a letterhead boosting their business as a whole, is to design an attractive letterhead and show the dealer a finished proof. You may expect him to hand you a copy of the free letterhead he is using, and then you have an opportunity to show him where he is really boosting someone else when he should be boosting his own business.

When a prospective buyer receives a letter from a tire dealer written on one of these "stock" letterheads he has the number of the fellow right away, because no progressive business man, or any other person for that matter, will be impressed with a letterhead boosting some other man's business and used by another just because he gets it free.

My proposition to dealers who are using this free stationery is to cut off the tire ad, and print their letterhead design thereon, making the sheet two-thirds size, with a suggestion that they buy a lot of the full size sheets at the same time. Even if the order doesn't amount to very much the first time, the "missionary" work will help the local printer secure more business of the same sort later on.

Automobile tire dealers usually have cuts of the tires they sell, and these can often be incorporated in a letterhead design. These cuts can also be used very effectively in producing business cards, stationery, envelopes and blotters. At times one can sell a whole set of stationery, including cards and blotters, by planning the work to match up, using the same series of type, and printing all four designs in the same colors of ink.

PETER N. BOODROOKAS
Groceries • Vegetables • Canned Fruit
 128 TWENTY-FIFTH ST. IN BLDG.
 OGDEN, UTAH


ALBERT COOP
Meats • Groceries • Fruits • Vegetables, Etc.
 245 THIRTIETH STREET
 OGDEN, UTAH

Ogden, Utah, _____ 192__

PETER BOODROOKAS
GROCERIES • VEGETABLES • CANNED FRUIT
 128 TWENTY-FIFTH ST. IN BLDG.
 OGDEN, UTAH

THOMAS A. JOHNSON GEORGE F. SHINDOURLING

THE T. & G. GROCERY
 JOHNSON & SHINDOURLING
 FULL LINE OF GROCERIES, FRESH MEATS AND
 VEGETABLES IN SEASON
 HICKAY ISLAND.

MORGENTHAU
 128 TWENTY-FIFTH STREET
 OGDEN, UTAH

TELEPHONE 8192

ROMA GROCERY COMPANY
 LARGE CARRY-OUT DEPT.
 128 TWENTY-FIFTH STREET OGDEN, UTAH

GROCERY STORES

GROCERY stores present many opportunities to sell direct advertising ideas, although printers, as a rule, never make any effort to secure this desirable business.

After I become well acquainted with a live groceryman I begin to study the special lines of groceries he carries in stock, and every time I plan a piece of direct advertising I always concentrate on one subject, knowing this to be the surest way of proving to him that he can secure concrete results through direct advertising.

I have in mind several grocerymen who buy apples, cabbage, potatoes and other vegetables, at different times by the carload, and as this line of goods is perishable, it has to be moved fast. A small blotter, or advertising card, thoroughly distributed in a groceryman's trade territory, will sell a carload of potatoes or cabbage quicker than they can be sold had the fact been mentioned in a piece of advertising along with a lot of other goods he may have for sale. By concentrating the message to one line the customer will call and ask for the thing that has been

advertised, and may, before leaving the store, buy a lot of other goods. However, the concentrated advertising idea is the thing that brought him to the store, and in this way the merchant is easily convinced that the advertising message not only sold the goods advertised, but a lot of other things at the same time.

A groceryman needs stationery, and an attractive finished proof of a letterhead design will appeal to him. In most instances a groceryman will use two-color stationery if the proper decoration is used to catch his fancy.

I recall a groceryman in a small town who used only a 5-cent tablet in writing letters, and when I asked him why he had never used a business man's set of stationery he said he'd often thought of having some letterheads and envelopes printed, but could not decide on what he wanted. That was all the opening I needed, and I printed a two-color letterhead and envelope design and showed him the finished proof, and he liked the stationery very much, but when I quoted a price on 500 of each, he let out a holler, "My, but that's high, isn't it?"

"That all depends on how much pride you have in your business," said I. "If you want your correspondents to consider you a pro-

gressive business man, by using modern stationery, the price is very low, considering the impression the stationery will create.

“If you will look over the letters of the wholesale houses you do business with, you will find they use the very best printed, lithographed and engraved stationery, because they want those letters to show their customers they are live wires—do business by modern methods.

“They could be using a tablet the same as you—but because they know quality-stationery pays dividends, creates a good impression of their houses, and, above all, places them in the class of modern and up-to-the-minute business men, they use well printed stationery. No, this set of stationery is very cheap, considering the impression it will create when read by your business friends in other cities.”

He finally agreed to buy 500 of the letter-heads and 500 of the envelopes, printed in two colors, orange and black.

Carlisle's Cash Store

IMPLEMENTS
NAF, Inc. - OGDEN, IDAHO

*for
L. J. Tate
from store*

ESTABLISHED 1935

INCORPORATED 1935

SIDNEY STEVENS IMPLEMENT CO.

MANUFACTURERS OF
VEHICLES AND
COMMERCIAL AUTO
BODIES FOR ALL
PURPOSES

VEHICLES, HARDWARE,
MACHINERY AND IMPLEMENTS

BRANCH HOUSE

LOAN, RENT,
SALES, AND
REPAIRS OF TRUCKS
AND BODIES

OGDEN, UTAH

TITAN TRACTORS-TRACTOR FLOWS-CULTIVATORS-THRESHERS-ETC.

SMALL ENGINES
CREAN SEPARATORS
SCUFFLERS

J. ALEX. TATE

DEALER IN

I. H. C. FARM IMPLEMENTS

FULL LINE OF RE.
PAIRS AND PARTS
ALWAYS ON HAND

MILESTONE, SASK.

192

BINFORD-HIMBALL-MOTOR CO.
FORD CARS
FORDSON TRACTORS
FORDSON IMPLEMENT DISTRIBUTORS
P. O. BOX 106
OGDEN, UTAH

FROM

SIDNEY STEVENS IMPLEMENT COMPANY

VEHICLES, MACHINERY AND IMPLEMENTS
OGDEN, UTAH

RETURN TO THE CALLER FOR THE DATE

Use Our

"Service Built in" Truck Bodies "Made in Ogden"

FARM MACHINERY DEALERS

AGAIN here is a line of business that gets many folders, catalogs, booklets, etc., free from the farm machinery manufacturers. The manufacturers even furnish a "rack" where this literature is placed, with the usual "take one" sign on the stand. But folks seldom pay any attention to the "take one" sign; when they call on a farm machinery dealer they have in mind something they want to buy, and when they get it, they are off. The dealer seldom sells a farmer through any of the free advertising that is sent him simply because the literature remains in the rack until it becomes so dirty, one does not care to place it in his pocket.

Just because these dealers receive all of the "stock" literature sent out by manufacturers is no reason why they can't use the local printer's product. It is really a good reason why they should use the local printer's service, because the "stock" stuff is usually written by some advertising expert, who uses all the fine phrases in his vocabulary when telling of a certain machine. This stuff doesn't interest the average farmer. He

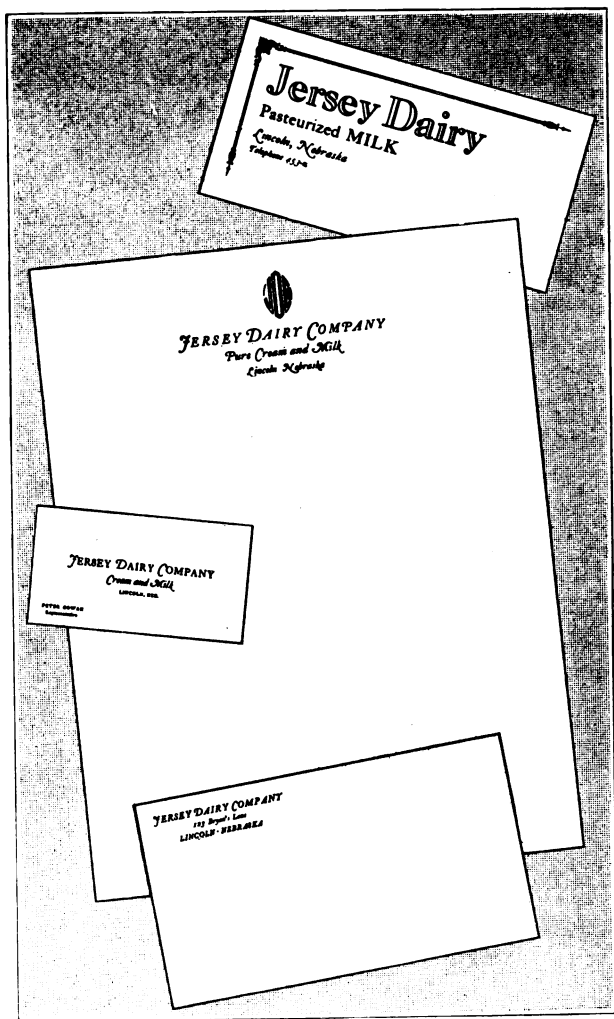
wants to read advertising that is written in the language that he speaks himself—just plain English—and in this way the local printer can write advertising copy that will apply to local conditions, far better than some “expert” can.

When preparing advertising ideas for farm machinery dealers, it is always the best plan to concentrate your message on the piece of machinery, and above all, avoid technicalities in writing the copy. Simply tell what the machine will do for its owner, in what way it will save him time, money and worry, and quote the price—or the terms the machine is sold on.

Selling stationery to local farm machinery dealers can also be more effectively done by using a cut of the machine they sell, or in case they sell more than one line, a cut of their feature machine will add much to a letterhead design. If the cut is very large, print it in a tint with text matter over it; however, when it is possible to secure a small cut of the leading machine sold, one color is satisfactory, for machinery dealers. As machinery suggests strength so should the letterhead and for that reason Caslon bold, or medium, is a good letter to employ for composing stationery forms for farm machinery dealers.

When submitting a set of stationery to a farm machinery dealer, always show a finished proof of a business card at the same time, designed to match the stationery. Farm machinery dealers need business cards just the same as other business men and the only reason so many of them seldom use business cards is because they have never been sold on this line, and, like many other business men, they never buy.

Oftentimes a printer can secure information from farm machinery dealers that will assist him in selling an advertising idea. I have in mind a farm machinery dealer who showed me a letter from one of his customers, commending a machine he had sold the man. I printed the letter inside a four-page folder, put a cover on the folder, printed on the cover: "A Feather in Our Cap." Just above this phrase was printed a boys' cap, and a feather was stuck through the cap, and fastened on the inside with a piece of gummed paper. An old idea re-vamped.



DAIRIES

IN ALMOST every town there are at least two dairies which make daily deliveries of their products to patrons all over their territory. They need milk tickets if they expect to sell in competition with the modern dairyman, and they also need advertising matter.

A dairyman came into the shop where I was employed some years ago and wanted to put a small want ad in the paper, giving his new scale of prices, telling when he made deliveries, and the breed of dairy cattle he had at his dairy.

For some reason it struck me that a small want ad wouldn't be very effective in selling dairy products, so I suggested that a 5-inch double-column display ad be run one week in the newspaper, and the same copy of the ad be worked into an attractive blotter design, and these blotters could be distributed by the dairyman to the homes of those who did not buy his products, while he was making deliveries each morning and evening.

A few mornings after the blotters had been distributed, new customers began hailing him, telling the dairyman to deliver a certain

amount of his milk at certain times, and saying they would pay the whole amount at the end of each month.

When he told me about the matter I suggested that he have 500 milk tickets printed, with his name thereon, together with the amount they were good for. Those tickets he could sell in any quantity to customers, and they could leave a ticket with the empty milk bottles each evening, and the next morning when on his rounds, he could leave the quantity of milk, etc., the ticket called for.

Needless to say he has built up quite a large business in his town by giving his patrons the best quality of milk and making prompt deliveries.

A dairyman's business card or stationery can be made very attractive by using a cut of one of his best cows. During county fair week local dairymen always have their leading animals on exhibition at the stock pens, and whenever one of the local dairyman's animals wins a blue ribbon, or other prize, this can be developed into an advertising idea that will assist the dairyman in selling more of his product; in fact, blotters distributed telling of the animals of a certain dairy winning high honors, will prove one of the best advertising ideas a dairyman could use, because when an animal wins a blue ribbon it

is a foregone conclusion that the animal is in perfect health, and the milk she produces is absolutely pure.

The printer of today must branch out into the direct advertising and newspaper advertising and selling game if he ever expects to develop business from a dairyman, and if he will visit his home-town dairy, look over the stock, and learn as much as he can about the quality of milk., etc., the dairyman is selling, he has all the information necessary to produce finished proofs of advertising and printing that will help his home-town dairy grow, which will mean more business for the printer who has assisted the dairyman in increasing his business as time goes on.

Again—don't expect a dairyman to buy the printed product—sell him through your creative service department—it's the sure way.

Ladies
Suits
Gowns

Hoffer's
Smart Wearing Apparel for Ladies
2108 WASHINGTON AVENUE
BUTTERFIELD, MINNESOTA

Men's
Suits
Petticoats

"Sampling for the South is the Best"

KLEINSCHMIDT'S
The Exclusive Ladies' Store
TAMMUN, E. D.
C. A. HANSEN

Robinson F. H. Robinson
1000 Exchange Bldg.
Ladies' Tailoring
and Dressmaking

Miss Janet Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer

Mary Jane Robinson Company
2100 Adams Avenue
Washington, D.C.

Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer

Louise Shop
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer
Miss Mary Williams, Designer
Miss Elizabeth Williams, Designer

Real Jazzy!

We refer to the beautiful line of New Blouses just received. They are made of the new sheer materials in all the wanted shades and includes those trimmed in beautiful new embroidery

AMUNDSON & SON, Cedar County's Style Center



LADIES' FURNISHINGS

IN PRODUCING advertising ideas for ladies' furnishings stores there is one point I cannot emphasize too strongly: that is daintiness!

Let's consider a little folder announcing the arrival of a large lot of summer shirt-waists. The text matter should be composed in a very small size of type—and the design made a size that will fit a $6\frac{3}{4}$ envelope. On the first page of the folder a small cut of a woman's head with the one word, "Announcement," set in 18 Caslon italic, or something similar, is all that is necessary.

The second page should be blank, unless you can secure a small cut of one of the shirt-waists.

On page three, give a brief description of the shirtwaists and the range of prices.

These folders should be mailed direct to the prospective buyers, and the envelopes addressed with pen and ink, so as to appear as little "commercialized" as possible. This is a small matter, but it means much when you are selling to the ladies.

Perhaps your local ladies' furnishings store

has just received a large lot of winter dress goods, and this suggests some sort of direct advertising idea—a small blotter being as acceptable as any other sort in this case.

A few weeks before the county fair opens in the small county seat towns is a good time to mail direct advertising ideas to prospective patrons in the rural districts, and inviting your prospects to visit your store during fair week.

If the message is written so it can easily be understood, if a few items are mentioned, and the prices quoted, and if the idea is printed in an attractive form and gets to the people it was intended for—the ladies—it will sell goods.

Mr. Franklin Printer: Do you realize that women are doing 70 per cent of the buying today?

No, you hadn't thought of that, but it is a fact, and when an article is advertised that a woman really needs, she is going to have it—if there is any chance—and the price will be a secondary consideration, if the goods are of the right quality, and what the prospective buyer wants.

Every ladies' furnishings store carries different lines of wearing apparel, but every line suggests direct advertising of some sort.

One ladies' furnishings store may carry in

stock a dozen articles that should be advertised through direct advertising, and by concentrating on one subject each time, as said before, your buyer will get positive proof that the advertising has brought business, as well as helped sell other goods that were not advertised, and in this way, the printer is paving the way to easier selling as time goes on.

The managers of ladies' furnishings stores belong to that class who believe they are selling a product that people must have, and in small towns especially they will not advertise. After they have been convinced it is paying others the argument will not be to the effect that advertising is not paying its way, but as to how many copies will be needed to cover their trade territory.

Remember, ladies' furnishings stores receive new goods at least four times each year in large lots, and many times during the year in smaller lots. Every time they buy goods the printer should sell advertising.

POCKET DIRECTORIES

ONE man who travels all over the United States sells an average of four pocket directories each week, and for each directory he sells he receives from \$100 to \$150. The price paid to printers for doing the mechanical work varies from \$10 to \$30 for the same identical work! And so his net profits each week will average above expenses, \$350. When I met this man some years ago I learned his plans, and have profited by them many times since. Here is, in substance, what he told me:

“You country newspaper boys are my greatest boosters. You are always hollering your heads off about pocket directories being no good, and every time a novelty man hits town you’ll buy his thermometers and paper weights, but the only person who ever reads the ad on them is the man you give them to. The pocket directory contains railroad schedules, auto driving distances, railroad fares, and a brief writeup of the town. It gives information that every auto owner must have, and can easily be carried in one’s vest pocket. If that isn’t inducement enough for

a business man to buy an ad space in the directory, I want to know the reason why.

“Every advertiser is given from 50 to 100 copies of the directory, and he may give them to whom he pleases. The number of ads secured governs the circulation of each directory. They are of value to auto owners as long as they last, and by the time they are worn out, someone else is on the job getting up a new one.

“My standard price for 1½ inch space is \$5.00, and \$10.00 for each of the first page spaces. Eight page directories are my specialty; however, I sell quite a number of 10, 12 and 16 page directories.

“I can easily average four directories each week in the north, east and south, where the towns are about twenty miles apart. In cities I usually sell a 16-page directory in every ward.”

In about six months after acquiring this information, I took a copy of the directory I had printed for him, made another layout, and sold the same people he had sold six months before, and, as the 8-page form was standing — linotyped — the only thing to change was fifteen 12-em linotype slugs in the railroad schedule.

When “Mr. Expert” came to town a few weeks afterward he was a very sick fellow,

and insisted that I didn't play fair; however, I considered him a "printer without a printshop," and told him so.

Personally I do not consider pocket directories printed salesmanship. However, they are good novelty advertising, because they render a service to auto owners, and the firm names printed thereon become indelibly impressed upon the directory user's mind, which eventually leads to sales for the advertisers.

They are far superior to paper weights, measuring rules, and similar devices, as an advertising proposition, merely because they are used more, generally have a larger circulation, and cost less.

The only reason most printers "knock" pocket directories is because the "traveling ad expert" gets all the profit. Quit knocking your own business and get up a pocket directory now—before the other fellow beats you to it. The whole transaction can be closed in a few hours.

Make \$100 instead of \$10 or \$15 on this job—semi-annually—and help put the "printers without printshops" into the discard.



JONES & ELLIOTT
Harness Makers
CRESTON, MO.

JONES & ERICKSON
Harness and Saddle Makers
LEAVENWORTH KANSAS

THOMAS, BOSTON, 1913
STANDARD 100

JONES & ERICKSON
Harness and Saddle Makers
Saddlery Specialists

204 Cornhill Bldg.
LEAVENWORTH, KANSAS

Send broken parts parcel post
Careful repairs and prompt returns

STEAR SPECIALISTS

SAMPLE NUMBER

JONES & ERICKSON
Harness Makers
BOSTON, MASS.

Form 75

By CARRINGTON AVE
LEAVENWORTH, KANSAS

HARNESS MAKERS

WHEN plowing and hauling begins in the spring, is a good time to sell the harness maker an advertising idea, telling farmers that he is prepared to oil their harness at so much per set.

Many harness makers make a specialty of oiling harness during the spring, but they'll never advertise the fact, unless the printer assists them in so doing by showing them finished proofs of the form of advertising best suited for this purpose.

Experience teaches that the mailing card, addressed direct to the farmers, is one of the most effective ways in assisting the harness makers to secure this desirable and paying business. All that is necessary for the text is "Harness oiled at \$..... per set, by.....," giving name and address of the harness maker.

Some harness makers have side lines and specialties of many different kinds. By going through a harness maker's shop all the information necessary to plan direct advertising ideas telling of these side lines—which will seldom be known by a community unless they are advertised—can be secured.

During county fairs and race meets is a good time to advertise the harness makers product, because many horsemen attend these meetings, not only from the surrounding territory, but from all of the nearby counties.

Every harness maker needs stationery, but about the only stationery he buys from the local printer is statements and billheads, which he must have in mailing out his accounts.

Any Franklin Printer who is competent to compose a neat letterhead, will experience little trouble in selling his home-town harness maker a set of stationery, and once he forms the habit of using stationery, he will continue.

It isn't a good plan to "load him down" with stationery the first time. If the first sale amounts to 500 letterheads and 500 envelopes, the printer should be satisfied.

There are hundreds of harness makers all over this land of ours who have never used the printer's product, because a good many printers perhaps feel the way the harness maker does—that he don't need advertising.

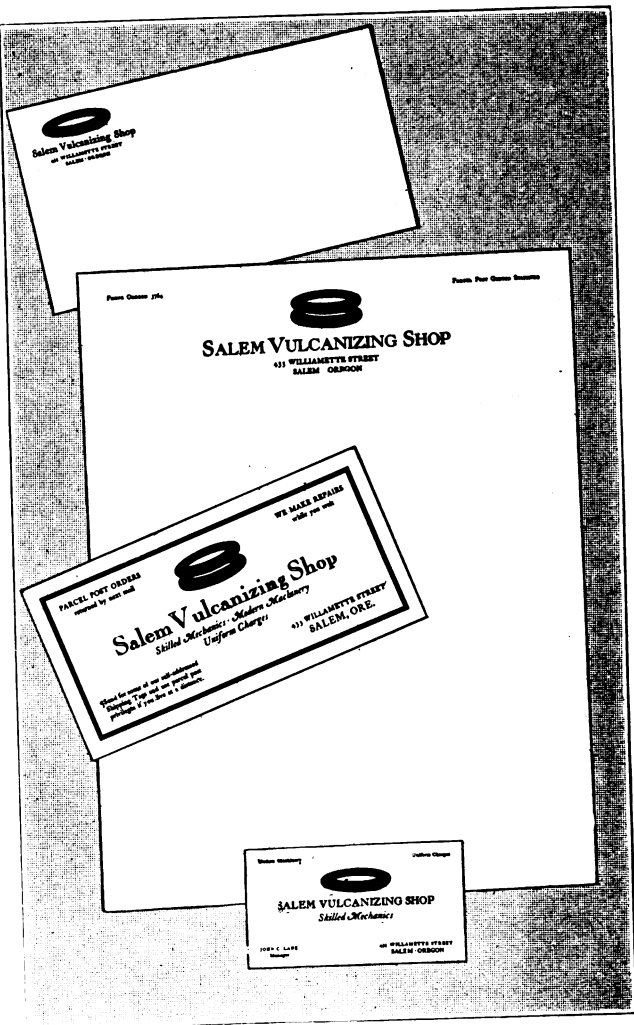
But he does need advertising, and after he has used advertising and discovered that his business is increasing, he will continue to need advertising, and will want it, but the printer must have patience—he must do the preliminary work.

Harness makers are among the many, many non-advertisers that can be developed into using more of the printer's product as time goes on, and after awhile when Franklin Printers have converted all of these non-users of printing into good customers, we are going to experience a great change in this business. Printers will then be looked upon as men who are competent to assist other business men in developing their business—they are going to become the real advertising men of the country.

As a rule harness makers are real men—who have to be shown—and direct advertising will show them that it will increase their business.

Next time you have nothing on hand—set up something, and show a finished proof to your harness maker. A set of stationery, a blotter, or card, for a starter.

Don't "wait for the sky to drop"—go after the business.



VULCANIZING PLANTS

VULCANIZERS, like a few other business houses, have a distinct advantage when distributing their advertising matter in parked automobiles, because every person who receives this advertising matter becomes a real prospective customer. The advertising will become mentally affixed in the mind of the automobile owner, and when they are in need of the services of a vulcanizer, certainly the man who has placed his advertising in their cars has the best chance for securing their business.

A young man opened a vulcanizing plant in a small town of about 1,000 population and as his was the only vulcanizing plant in the town he felt there was no need for him to advertise, as he would get all the local business anyway.

A garage located in the same town was taking vulcanizing work and sending it to a vulcanizing plant in a nearby city.

After I had submitted a blotter design to the home vulcanizing plant, and was turned down for an order, I rearranged the text matter, and sold it to the garage owner.

About two weeks after they had been distributed the local vulcanizer came into the shop with one of the blotters in his hand. He said he had no idea I was going to sell a similar idea to the local agent for the out-of-town vulcanizing plant or he would have had me distribute 1,000 of the blotters of the design I had shown him.

"Selling creative direct advertising is my stock in trade, Mr. ———, and if one person fails to see the business to be secured through using my product there is always a live one that will see the advantage of using it. The party who bought those 1,000 blotters will tell you they have brought many orders for vulcanizing to him, and he in turn, has sent the work out of town, and received a good commission on the work. There is no question in my mind at all but what you would be securing practically all of the vulcanizing work in this territory if you would only let the people know how well you were prepared to take care of their business, and that you really wanted their business."

"Is it too late to get a thousand of those blotters now?"

"No; it's never too late to get them; however, the sooner they are distributed the quicker the business will begin coming your way."

"All right, go ahead and distribute one thousand of the blotters, and hereafter when you have an advertising idea to sell that you think will help me get more business, don't sell it to anyone until after you let me see it."

A few months afterward I called on the local vulcanizer and asked him how business was coming.

"Oh, I'm getting enough to keep me working ten hours a day, and I've been doing a lot of night work. I've been trying to get some extra help, but have not been able so far, but just as soon as I can hire another man I'm going to increase the size of my plant."

Today this fellow owns a large building in this town. And if asked what was the greatest factor in helping him to make money he would not hesitate to tell you that direct advertising was his greatest assistant.

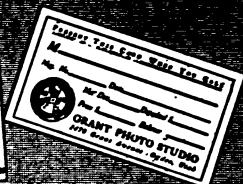
Every vulcanizer needs stationery, but seldom buys any. However, if the home-town printer will take the time to print finished proofs of an attractive set of stationery the stationery could be sold.

In later years one never regrets the money spent for a good photograph

MUNN'S PHOTO STUDIO

from the Big Hippodrome Theatre

MUNN'S PHOTO STUDIO
Around the corner from the Big Hippodrome Theatre



L. B. FORD

Procedures

IMPORTED IN DISCRETELY MARKED
PACKAGES TO BE SOLD OR SOLD
TO BE REPACKAGED
AND REPACKAGED

The Ford Studio
Photographs of Character & Charm
480 FIRST-FOURTH STREET
WILCOX, BASK.

M. A. THER

Colored Photographs
OF THE GARDENS
AND
SCENERY
OF THE

**PRICE LIST for
Kodak Finishing**
The Better Way

— OPTIMO

DEVELOPING

Any Size Roll _____ each
Any Size Sheet _____ each
Prints 3x5 and smaller _____ each

PRINTING ON VELON PAPER

Up to 2x3 1/4 _____ each
2x3 1/4 and 2x4 _____ each
3x5, 3x7, 4x6, 5x7 and 5x9 _____ each

Gluey Prints, Photo Typing, 1 Color Enlargements

ENLARGEMENTS

2x3 1/4 to 4x6 _____ each
4x6 to 5x7 _____ each
5x7 to 8x10 _____ each
8x10 to 11x14 _____ each
11x14 to 16x20 _____ each
16x20 to 20x24 _____ each
20x24 to 24x30 _____ each
24x30 to 30x36 _____ each
30x36 to 36x48 _____ each
36x48 to 48x60 _____ each
48x60 to 60x72 _____ each
60x72 to 72x84 _____ each
72x84 to 84x96 _____ each
84x96 to 96x108 _____ each
96x108 to 108x120 _____ each
108x120 to 120x144 _____ each
120x144 to 144x168 _____ each
144x168 to 168x192 _____ each
168x192 to 192x216 _____ each
192x216 to 216x240 _____ each
216x240 to 240x264 _____ each
240x264 to 264x288 _____ each
264x288 to 288x312 _____ each
288x312 to 312x336 _____ each
312x336 to 336x360 _____ each
336x360 to 360x384 _____ each
360x384 to 384x408 _____ each
384x408 to 408x432 _____ each
408x432 to 432x456 _____ each
432x456 to 456x480 _____ each
456x480 to 480x504 _____ each
504x528 to 528x552 _____ each
528x552 to 552x576 _____ each
552x576 to 576x600 _____ each
576x600 to 600x624 _____ each
600x624 to 624x648 _____ each
624x648 to 648x672 _____ each
648x672 to 672x696 _____ each
672x696 to 696x720 _____ each
696x720 to 720x744 _____ each
720x744 to 744x768 _____ each
744x768 to 768x792 _____ each
768x792 to 792x816 _____ each
816x840 to 840x864 _____ each
840x864 to 864x888 _____ each
864x888 to 888x912 _____ each
888x912 to 912x936 _____ each
912x936 to 936x960 _____ each
936x960 to 960x984 _____ each
960x984 to 984x1008 _____ each
1008x1032 to 1032x1056 _____ each
1032x1056 to 1056x1080 _____ each
1056x1080 to 1080x1104 _____ each
1104x1128 to 1128x1152 _____ each
1128x1152 to 1152x1176 _____ each
1152x1176 to 1176x1200 _____ each
1176x1200 to 1200x1224 _____ each
1200x1224 to 1224x1248 _____ each
1224x1248 to 1248x1272 _____ each
1248x1272 to 1272x1296 _____ each
1272x1296 to 1296x1320 _____ each
1296x1320 to 1320x1344 _____ each
1320x1344 to 1344x1368 _____ each
1368x1392 to 1392x1416 _____ each
1416x1440 to 1440x1464 _____ each
1440x1464 to 1464x1488 _____ each
1488x1512 to 1512x1536 _____ each
1512x1536 to 1536x1560 _____ each
1536x1560 to 1560x1584 _____ each
1560x1584 to 1584x1608 _____ each
1608x1632 to 1632x1656 _____ each
1632x1656 to 1656x1680 _____ each
1656x1680 to 1680x1704 _____ each
1704x1728 to 1728x1752 _____ each
1728x1752 to 1752x1776 _____ each
1752x1776 to 1776x1800 _____ each
1800x1824 to 1824x1848 _____ each
1848x1872 to 1872x1896 _____ each
1896x1920 to 1920x1944 _____ each
1944x1968 to 1968x1992 _____ each
1992x2016 to 2016x2040 _____ each
2040x2064 to 2064x2088 _____ each
2088x2112 to 2112x2136 _____ each
2136x2160 to 2160x2184 _____ each
2184x2208 to 2208x2232 _____ each
2232x2256 to 2256x2280 _____ each
2280x2304 to 2304x2328 _____ each
2328x2352 to 2352x2376 _____ each
2376x2400 to 2400x2424 _____ each
2424x2448 to 2448x2472 _____ each
2472x2496 to 2496x2520 _____ each
2520x2544 to 2544x2568 _____ each
2568x2592 to 2592x2616 _____ each
2616x2640 to 2640x2664 _____ each
2664x2688 to 2688x2712 _____ each
2712x2736 to 2736x2760 _____ each
2760x2784 to 2784x2808 _____ each
2808x2832 to 2832x2856 _____ each
2856x2880 to 2880x2904 _____ each
2904x2928 to 2928x2952 _____ each
2952x2976 to 2976x3000 _____ each
3000x3024 to 3024x3048 _____ each
3048x3072 to 3072x3096 _____ each
3096x3120 to 3120x3144 _____ each
3144x3168 to 3168x3192 _____ each
3192x3216 to 3216x3240 _____ each
3240x3264 to 3264x3288 _____ each
3288x3312 to 3312x3336 _____ each
3336x3360 to 3360x3384 _____ each
3384x3408 to 3408x3432 _____ each
3432x3456 to 3456x3480 _____ each
3480x3504 to 3504x3528 _____ each
3528x3552 to 3552x3576 _____ each
3576x3600 to 3600x3624 _____ each
3624x3648 to 3648x3672 _____ each
3672x3696 to 3696x3720 _____ each
3720x3744 to 3744x3768 _____ each
3768x3792 to 3792x3816 _____ each
3816x3840 to 3840x3864 _____ each
3864x3888 to 3888x3912 _____ each
3912x3936 to 3936x3960 _____ each
3960x3984 to 3984x4008 _____ each
4008x4032 to 4032x4056 _____ each
4056x4080 to 4080x4104 _____ each
4104x4128 to 4128x4152 _____ each
4152x4176 to 4176x4200 _____ each
4200x4224 to 4224x4248 _____ each
4248x4272 to 4272x4296 _____ each
4296x4320 to 4320x4344 _____ each
4344x4368 to 4368x4392 _____ each
4392x4416 to 4416x4440 _____ each
4440x4464 to 4464x4488 _____ each
4488x4512 to 4512x4536 _____ each
4536x4560 to 4560x4584 _____ each
4584x4608 to 4608x4632 _____ each
4632x4656 to 4656x4680 _____ each
4680x4704 to 4704x4728 _____ each
4728x4752 to 4752x4776 _____ each
4776x4800 to 4800x4824 _____ each
4824x4848 to 4848x4872 _____ each
4872x4896 to 4896x4920 _____ each
4920x4944 to 4944x4968 _____ each
4968x4992 to 4992x5016 _____ each
5016x5040 to 5040x5064 _____ each
5064x5088 to 5088x5112 _____ each
5112x5136 to 5136x5160 _____ each
5160x5184 to 5184x5208 _____ each
5208x5232 to 5232x5256 _____ each
5256x5280 to 5280x5304 _____ each
5304x5328 to 5328x5352 _____ each
5352x5376 to 5376x5400 _____ each
5400x5424 to 5424x5448 _____ each
5448x5472 to 5472x5496 _____ each
5496x5520 to 5520x5544 _____ each
5544x5568 to 5568x5592 _____ each
5592x5616 to 5616x5640 _____ each
5640x5664 to 5664x5688 _____ each
5688x5712 to 5712x5736 _____ each
5736x5760 to 5760x5784 _____ each
5784x5808 to 5808x5832 _____ each
5832x5856 to 5856x5880 _____ each
5880x5904 to 5904x5928 _____ each
5928x5952 to 5952x5976 _____ each
5976x6000 to 6000x6024 _____ each
6024x6048 to 6048x6072 _____ each
6072x6096 to 6096x6120 _____ each
6120x6144 to 6144x6168 _____ each
6168x6192 to 6192x6216 _____ each
6216x6240 to 6240x6264 _____ each
6264x6288 to 6288x6312 _____ each
6312x6336 to 6336x6360 _____ each
6360x6384 to 6384x6408 _____ each
6408x6432 to 6432x6456 _____ each
6456x6480 to 6480x6504 _____ each
6504x6528 to 6528x6552 _____ each
6552x6

DATE: _____
 BY: _____
 TITLE: _____

QUALITY ENLARGEMENT		
Black and White of boys on Double		25
weight Authors	each	20
	each	20
	each	20
	each	10

10/16/12
10/17/12
10/18/12
10/19/12
10/20/12

Mail in your film. We pay the return postage. Pictured the same day as received.

MAINTYRE DRUG COMPANY
Ogden, Utah

A. B. McIntyre
Ogden, Utah

G W TRIPP

1991. Reference Group

—

The Fort Station
10 NORTH FOURTH STREET
SASABOWAN

1. FURUNDO

0419 00402 A CONTIN

Keywords: *Self-esteem, self-worth, self-concept, self-identity, self-esteem, self-worth, self-concept, self-identity*

PHOTOGRAPHERS

APPROACH the average photographer in a small town and talk advertising and he will retort with the same old story.

"I don't need to advertise," he will say, "everyone knows me."

A photographer was recently converted to using direct advertising, but not until an idea was sold to a competing photographer in a nearby city who distributed in the first photographer's territory.

An advertising folder was sent out containing a cut of a little child, printed in brown ink and tipped on, inside a gold border. The advertising message was very brief, but concentrated on the subject of photographs for Christmas presents.

The time consumed in finishing the folders made it necessary for the printer to make a charge of 10 cents each for them, envelope included.

When told the price the photographer went up in the air. The idea of paying 10 cents each for an advertising folder!

"You'll go into a drug store and pay 10 cents each for stock greeting cards," he was

told, "and think you are getting a bargain, but when it comes to paying 10 cents each for an advertising idea that will assist you, you think the man who wishes to sell you is trying to hand you a lemon. Those folders are printed on a fine grade of paper, and the time consumed in printing the small tipped-on pictures, etc., make it necessary to sell them at 10 cents each to insure a profit for the printer. If you will mail 200 of these folders to real prospects in this territory, they should pay big dividends."

He refused to buy, so the name of the photographer in the type was changed to that of a live-wire photographer in a nearby city, and a sample was sent to him and an order for 200 secured; he then sent 100 into the first photographer's territory.

They certainly brought results, too, and the home-town photographer woke up after it was too late to secure his share of the business for the Christmas holidays.

A few months after this occurrence the local photographer was shown a proof of another advertising idea.

"I suppose if I do not buy this," he said, even before he had looked at the idea or read the text, "you will sell it to some other photographer?"

"You seem to take the wrong view of a

printer," he was told. "His business is to boost the business of every other business man. If you fail to see the advantage in using this advertising idea, that is no reason why it should stop there. There is no question about your work being just as good as that of the photographer who bought those folders, but he was sold on the idea, and it assisted him in selling photographs."

He then bought 200 folders and they assisted him in selling over \$1,500 worth of photographs. As a great number of these photographs were sold to people in the territory in which the folders were distributed it proved conclusively that they brought patrons to his studio.

"You certainly would have secured the same relative results from the first idea," he was told, "had you used the proposed folder, and it is the same way about the idea submitted to you now. You seem to be thinking more of the other fellow than of yourself. If you will forget the other fellow and begin boosting your own business you will find that more profitable."



HOLIDAY GREETINGS

THE field for creating and selling greeting cards is so large in its scope that only the surface can be touched upon in the space allotted. A plan is here outlined, however, which has made good wherever tried out. It is as follows:

Just after the Easter season a list of all prospects in town is prepared, including merchants, banks and individuals. Each greeting card or booklet design, intended as an appeal to either a firm or an individual, is presented to the prospect in the form of a finished proof.

If the sales talk, or letter accompanying this proof sells a lot of the cards or booklets, then explain to the purchaser that such will be delivered on any date he specifies after December first, and the bill for the amount will be rendered against December account.

After the greetings are finished, wrap them securely and write name upon package, together with price and date of delivery. Then place in a stock cabinet where dust cannot soil them.

As the Christmas season draws near, the

greeting card and booklet business should be "pushed" every time an opportunity presents itself, and the net results on January first will be gratifying.

In this way printers may also sell odds and ends of cover stock, bond papers and cardboards at a good profit.

It is a good plan to secure greeting card sample books from paper houses and engraving concerns from which to take orders. The commission paid for securing these is worth working for, and during the dull periods will prove a good filler—and a profitable one.

In making Christmas booklets, excellent effects may be secured with gold and green, especially on cover designs; and by printing cuts of prospects in sepia brown ink and tipping them inside a gold border on the second inside page, with sentiment printed on the third page, fine results may be attained. The picture is a great help in selling.

Printers may also use linen and vellum correspondence cards in making holiday greetings.

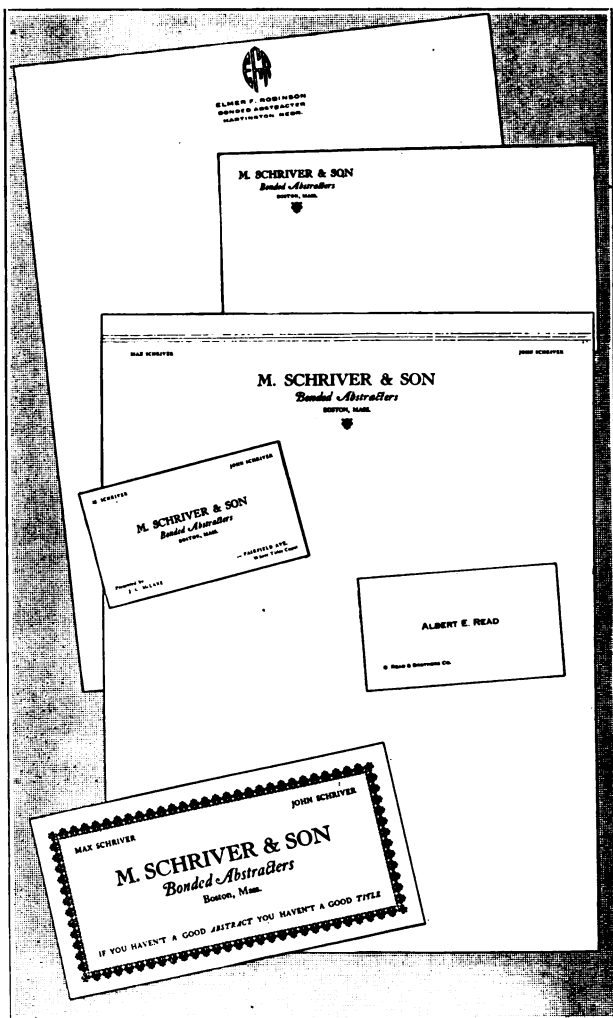
A small holiday cut at the top of a card, with sentiment printed in black ink, using Old English type, makes a very acceptable greeting card.

By using pulverized rosin, applied just after the card is printed, and moving back-

ward and forward over an alcohol lamp a few seconds, splendid raised letter effects may be secured by any printer, and this also is a great sales help. These cards can easily be sold at \$3.00 per box (24 cards and 24 envelopes), or two boxes for \$5.00.

If the first prospect is not sold, tip the card in a sample book made of dark cover stock, change the name to that of another prospect, and "bear down" on your selling talk! In this way a nice sample book is started, to show customers who begin coming in later in the season.

Don't wait until the "side line" and novelty drummers have secured all this desirable and profitable business, but begin going after it right *now*—via the creative service route.



BONDED ABSTRACTERS

THE bonded abstracter is just as important in civic affairs as a county official. His calling embraces a line of business that in many instances may mean the loss or gain of a piece of real estate, depending upon validity of titles.

But these abstracters seldom advertise, not even through the medium of a business card, thinking everyone in their county knows of them, and will call upon them when in need of their services. But such is not true, because 50 per cent of the people do not realize the importance of employing an abstracter when a piece of property has been purchased, relying on some attorney's or county official's advice when a deed or title is being investigated. When a bonded abstracter investigates a title you may be sure he will return correct information.

Probably the best form of direct advertising for use of a bonded abstracter is a small booklet or folder, containing all the information necessary about his business. These should be enclosed with all letters sent out, and may also be mailed to property owners

at different times with the object of inducing such property owners as are in need of an abstractor's services to drop in for consultation.

Every time a piece of property changes hands, every time a person buys a home, or building, he has need for the services of a bonded abstractor. One little flaw in a title or deed has been known to cause loss of property; but after the bonded abstractor has given a title or deed his approval, you can rest assured there will be no lawsuits about the property afterward, because a bonded abstractor must know his business, and his business is to see that all deeds and titles are drawn up in the proper legal way.

A bonded abstractor, in selecting office stationery, will not go far wrong in holding to a neat professional style. Monograms may be used to advantage and will add interest to a letterhead or envelope design.

In preparing literature for a bonded abstractor, all the information necessary may be secured by consulting the prospect. Tell him you have in mind an advertising idea suitable for his line of work, and that certain technical details are desired.

With the information secured in this way the printer can put it in typewritten form, set up an attractive title or cover page for

the folder, and place the copy inside the cover. This gives the folder the appearance of a finished proof, and after the first order has been sold and printed, the printer may change the wording on the cover or title page and sell the folder to other bonded abstracters in different parts of the state.

In every part of the country conditions will vary in selling direct advertising ideas to bonded abstracters. In some parts of the country blotters and business cards may be sold to advantage. However, the small booklets, suitable in size to go into a 6¾ envelope, are about the most profitable advertising a bonded abstracter can use, and if mailed to property owners, will produce good results.

In preparing blotter designs for bonded abstracters the copy should be very brief, and some strong point emphasized, perhaps something like this:

“The safest way to know if the title or deed to your home is secure, is to consult Jones, the Bonded Abstracter. He’ll tell you the truth about the matter, no guesswork—Jones is a Bonded Abstracter and knows the business.”

HOFFMAN MUSIC CO.

825 Delaware Street
Kansas City, Missouri



HOFFMAN MUSIC COMPANY

Home of the Chickering

C. L. WARREN, Manager

Kansas City, Missouri

Pianos:
CHICKERING
STANDARD
ELECTROLUX

Players:
CHICKERING
STANDARD

HOFFMAN MUSIC CO.

Home of the Chickering

825 Delaware Street
CHICAGO

IT'S A PLEASURE TO PLEASE WRITE FOR OUR NEW CATALOGUE

T. O. LEAVINE

CONSOLIDATED MUSIC CO.
201-101 Music Building

HOFFMAN MUSIC CO.

Home of the Chickering

C. L. WARREN
Manager

825 Delaware Street
KANSAS CITY, MISSOURI

MUSIC STORES

THE words above convey to the average mind a varied stock, such as pianos, phonographs, organs, stringed instruments, sheet music and many other musical things, but, like many other lines, music store advertising should be concentrated on one item at a time.

A great many music stores sell pianos, phonographs, and other musical instruments on the easy payment plan. This plan suggests a piece of direct advertising, extolling the merits of the instrument that is to be sold, giving the price, and the easy terms upon which the instrument can be bought.

Some noted musician may visit a town at a specified date and tender a recital. The local music store will gladly donate the use of one of its pianos for the occasion. Should this special instrument happen to be a favorite with this musician of note, the music house management may secure some excellent advertising by having the program for the occasion printed, together with an ad on the back of the program telling of the good points of the instrument, and also why many of the

leading musicians of the day prefer it to others. The price and terms of sale may also be added, and if there is anyone who attends the recital who contemplates buying a piano in the near future, this sort of advertising will create enough interest in the mind of such prospect as will induce him to call upon the music store for a demonstration; and tactful salesmanship, together with the merits of the instrument, should lead to a sale.

One music store manager inaugurated an epigram or motto card campaign to promote sales. Perhaps that store had just received a shipment of the latest sheet music. An epigram card, appropriately printed, will be handed to every musician and piano owner he meets while on the street, and others will be placed in parked autos. At the bottom of the card will be printed the title of the latest sheet music "hit," together with the name of the dealer. In this way every copy of the sheet music on hand is generally disposed of because past experience has indicated about how many copies of each new popular piece of music can be sold in contiguous trade territory, and the small epigram cards materially assist in selling this sheet music.

This novel way of advertising has become so well known to the musicians in one town that when a new lot of epigram cards are

handed out it is known that a certain store has received a new supply of the latest sheet music, and in many instances visits to the store result because of this.

A leading piano manufacturer sometime ago made this music store a special inducement to buy a carload of pianos. The local dealer made such a low price and extended such easy terms, allowing the purchaser a year in which to pay for them, that the carload was soon disposed of at a handsome profit.

A thousand blotters were sold him, telling of the arrival of the carload of pianos, and of the special cash prices for quick sales. Two or three weeks after the blotters had been given circulation, four of the pianos had been sold for cash, but it was desired to sell them all, within a short period, and thinking that people would buy quicker if easy terms were announced, another thousand blotters were distributed, telling of the easy terms at which the pianos could be bought. Within a month after these last blotters had been distributed the carload of pianos were all sold on this easy payment plan. The little blotters had made good.



WESTERN POOL PARLOR
Eight Five-cushioned Tables
COLORADO SPRING, COLO.



PARTRIDGE & BARNEY
POOL HALL
CIGARS, TOBACCO, CANDIES
SOFT DRINKS
Cotton, Utah

Malta Billiard Hall

G. W. JONES, PROPRIETOR

COLD DRINKS AND CANDIES

MALTA IDAHO

ENTRANCE IN RE. ROAD TO
MALTA BILLIARD HALL
COLD DRINKS AND CANDIES
MALTA IDAHO



WESTERN POOL PARLOR
Eight Five-cushioned Tables
COLORADO SPRING, COLO.

POOL AND BILLIARD PARLORS

THERE'S quite a difference between pool and billiard parlors. Some of these amusement places contain tables with better cushions—live ones—than others, and this is one thing that can be featured to great advantage in advertising such establishments. In a western town of two thousand population is operated a suburban pool and billiard parlor, and in this same town are two other pool and billiard parlors. The first mentioned has four billiard tables and four pool tables, and they are in the very best condition, the cushions being of the real "live" sort, while the general atmosphere of the place is inviting.

One handicap of the first named parlor had to be overcome, however. This place was located on the second floor away from the main business section of the town, while the other two pool and billiard parlors were right in the business district. Up to a year ago the competitive parlors did more than double the business of this one, although neither had as many tables. After taking a close look at the pool and billiard tables and general surroundings, a blotter was prepared

emphasizing the fact that the tables of this suburban resort were in the very best condition, and the place was a very desirable one in which to meet friends for a social game.

Subsequently some of the leading pool players and billiardists visited this place and gave his tables a tryout. From then on this billard parlor was in clover. They began telling their friends of these conditions, and in a short time nearly all the customers of the two competitors had been enticed to this resort by reason of more tables, and because of better service, polite treatment, and above all, because the merits of these tables were brought to the attention of pool and billiard devotees through the medium of the small blotter.

Stationery can be sold to pool and billiard parlors in the same way. Submit a finished proof of both letterhead and envelope, using an appropriate cut when possible. If a user of the Autocaster service, no doubt a number of cuts of pool parlors may be found with a man in the act of "taking a shot" across the table. These small cuts will create more interest, and render more assistance to a printer in selling, than any other cuts in use for the purpose. Typefounders also sell small cuts that are appropriate, and which can be used on stationery, cards and other advertis-

ing designs in a way that will add much to their selling value.

Another pool hall manager who advertises spasmodically does so through the efforts of the printer, who sells him on these occasions through the merits of creative ideas. Pool halls frequently bear an unenviable reputation. This manager used that reputation to put an advertising message over by use of blotters in this way: A young fellow who lives in this town gets into trouble; after a trial he is sent to prison for a term; shortly afterward a blotter will be distributed in the town saying: "Bill Smith has gone on a five year's journey, but the Eagle Pool Hall didn't send him on the trip—he couldn't play." Beneath this paragraph appeared the information about the condition of his tables, the bunch of gentlemanly fellows to be met there in the evenings, and an invitation to come in when at leisure for a social chat or game.

For the 'steenth time heed this warning: Selling a pool and billiard hall your product will be hard sledding, Mr. Printer, if you wait for him to call on you. But few instances are known where the managers of such parlors have ever bought printing, and these had been educated to its value beforehand.

BA
See Us For
"RESULTS"
E. G. BANGLE
Residence Phone 5765

STATE Bank Bldg., Ponoma
L. M. MILLS
Residence Phone 7802

Pomona California

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TELEPHONE DIRECTORIES

MR. PRINTER: Did you ever have a "traveling advertising expert" walk into your shop with the copy and an armful of ads for the local telephone directory, and ask you to bid on his (or rather your) job? You have? Yes! Well, quit it!

Every year in every town of from 300 population up, the telephone is an annual or semi-annual piece of work. As a general rule, the manager is too busy to compile the directory, or don't know how, and is glad to let someone else attend to the matter.

In some parts of America the "advertising experts" have formed circuits, and "make" the towns comprising each circuit regularly. Their proposition to telephone managers is simple: They'll furnish the directories gratis providing the manager is willing to let them place an ad on each page; seldom do the managers object, and the "advertising expert" spends a few days selling the ads, gives the directory to the lowest bidder, collects a good profit from your advertisers and sails on to the next town.

Some small town printers bid on these

directories in the old way, and the manager solicits the ads in a half-hearted way, usually losing money on the game, as well as neglecting his own work while trying to do something he doesn't know anything about. And after the book is finished and he has failed to secure enough ads to pay for the printing, he tries to make the printer the goat and requests him to slash his price and take what the manager got out of it.

Now here's a good plan: Get up an attractive two-color cover design, and a one-color title page. Make a dummy from one of the old directories, visualize the character of the finished job to local telephone manager, and agree to take the work annually or semi-annually on the same terms given to the traveling advertising expert, and you've got the order.

As to how much profit can be made on the directory depends on your field and upon your ability as a salesman. Certainly the ads can be sold at a big price, because your finished layout proves you are going to put quality into the work, whereas the "expert" nearly always puts over a cheap product.

A 36-page directory should carry about \$350.00 in ads when 1,000 copies are required.

The size of the directory and the number of copies required governs the number of ads

which may be placed in it and the prices which are obtainable.

After printing the directory the first time, most of the type should be kept standing, and this will make the work more profitable each time the directory is reissued.

See the local telephone manager today—get his curiosity aroused—tell him not to let anyone have the directory printing until you are given an opportunity to show him something of interest.

This will enable the printer to complete the directory before the “expert” arrives, and also afford plenty of time to print an attractive cover and title page design for your dummy; and after this dummy has been shown the manager, you will have “cooked the goose” of the “traveling advertising expert,” because he can show nothing, and isn’t guaranteeing anything to the manager.

In other words he “gets by” on your ability to print and his ability to talk, and if you’re in the printing business you should be able to talk also! Don’t wait—get busy.

Procrastination is the thief of time, and won’t sell printing.

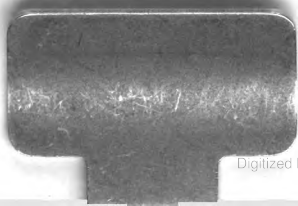
This book may be kept

FOURTEEN DAYS

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